LIFE

LOVE AMONG THE IRISH,
A LAMENT BY AN IRISHMAN

GAYER DAYS FOR BROADWAY



MALENKOV AND STALIN

20 CENTS

MARCH 16, 1953

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THE NEW STUDEBAKER WITH
THE EUROPEAN LOOK

Styling straight out of the dream book!

HERE is that excitingly different new Studebaker all America has fallen in love with.

The sleek-lined smartness of a costly foreign car—but down to earth in price!

Look at the length of it! Look at the amount of vision its huge glass areas give you! Look how low it is! The Starliner hard-top here is less than five feet high!

The 1953 Studebaker comes in body styles galore in both Champion and Commander V-8 models. Motoring's newest, finest Power Steering is available in the Commanders at moderate extra cost.

'53 Studebaker

Illustrated: Commander V-8 Starliner hard-top. White sidewalls, chrome wheel discs—and glare-reducing tinted glass—optional at extra cost.

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1908 OAKLAND was the ancestor of the present-day Pontiac. This touring model had a two-cylinder, 20-h.p. engine and claimed 20 to 40 per cent less weight than any car in its class.

1953 PONTIAC offers a wide choice of models, colors and six- or eight-cylinder engines. The car's reputation for long, trouble-free performance prompts the claim "Built to last 100,000 miles."

TODAY AS YESTERDAY

Cars run their best on the best gasoline





1935 TERRAPLANE was nicely streamlined to "slice into the wind." It was a lively little car with a six-cylinder engine putting out 80 to 90 horsepower.



1921 MERCER was one of a line of revered American sport cars. This runabout had a four-cylinder engine developing 72 h.p. and carried a price tag of $4,200.

WITH "ETHYL" (TRADE-MARK) ANTIKNOCK COMPOUND — ETHYL CORPORATION

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CORPORATION
New York 17, New York
Ethyl Antiknock Ltd., In Canada

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You don't have to hunt for a gasoline that delivers top performance. Simply stop at the pump with the "Ethyl" trademark.

"Ethyl" gasoline is high octane gasoline. It helps modern high compression engines deliver top power. Try a tankful. You'll agree with millions of motorists that there is a powerful difference between gasoline and "Ethyl" gasoline!

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FROM A SINGLE LOG A 3-MILE RIBBON OF WOOD!

RIPLEY'S

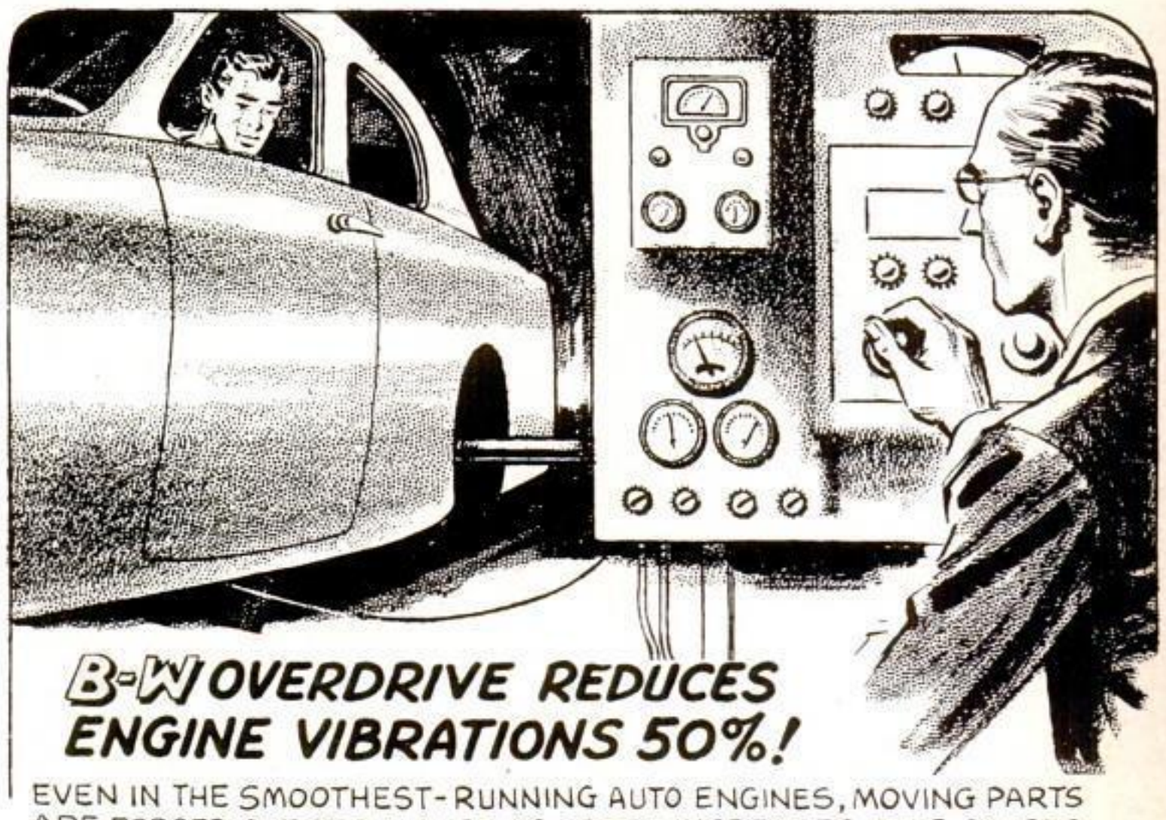
THIN WOOD LAYERS USED IN PLYWOOD ARE UNWOUND FROM HUGE FIR LOGS WITH A SPECIAL KNIFE. WHIRLING A LOG AGAINST THIS KNIFE SLICES OFF A RIBBON OF WOOD A MERE FRACTION OF AN INCH THICK AND MILES LONG. CLEAN, HIGH-SPEED SLICING WITHOUT SPLINTERING IS ASSURED WITH KNIVES MADE BY **B-W'S ATKINS SAW.** FORGED FROM LONG-WEARING ALLOY STEEL, ATKINS' VENEER KNIVES ARE SPECIALLY HONED TO A FLAWLESS RAZOR EDGE.





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LAST YEAR, ORGANIZED RED CROSS VOLUNTEERS DONATED OVER 16½ MILLION HOURS OF SERVICE -- AN AVERAGE OF 45,000 HOURS DAILY. SUCH A CONTRIBUTION OF TIME AND WORK IS VITAL TO CARRYING OUT THE VAST RED CROSS PROGRAM. EQUALLY VITAL IS YOUR CONTRIBUTION IN DOLLARS. SUPPORT THE **RED CROSS FUND DRIVE**... GIVE ALL YOU CAN TO HELP YOUR FELLOW MAN.



B-W OVERDRIVE REDUCES ENGINE VIBRATIONS 50%!

EVEN IN THE SMOOTHEST-RUNNING AUTO ENGINES, MOVING PARTS ARE FORCED OUT OF BALANCE AS SPEED INCREASES. THIS CAUSES VIBRATION. TESTS SHOW B-W OVERDRIVE TRANSMISSION ELIMINATES HALF THIS VIBRATION BY CUTTING ENGINE REVOLUTIONS 30% IN CRUISING RANGES. IT ALSO REDUCES WEAR, SAVES GAS. OVERDRIVE IS MADE BY **B-W'S WARNER GEAR** FOR 10 MAKES OF NEW CARS.

185 PRODUCTS IN ALL ARE MADE BY BORG-WARNER

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Believe It or Not!

ENGINEERING B-W PRODUCTION

UNWINDING TREES TO SPREAD WOOD THIN... HELPING ENGINES LEAD A WELL-BALANCED LIFE... GIVING A BIGGER GULP TO MACHINES THAT CONSUME SNOW!

IN SO MANY WAYS **B-W** SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: *19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY* **BORG-WARNER**. *EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL* **B-W** *EQUIPMENT.* 9 *OUT OF* 10 *FARMS SPEED FOOD PRODUCTION WITH* **B-W** *EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF* **B-W** *HOME EQUIPMENT AND APPLIANCES.*



ATOMIC RADIATION TEST HELPS ASSURE CLEANER WASHES!

IN A REMARKABLE NEW TEST, FABRICS "GLOWING" WITH RADIOACTIVE BACTERIA ARE LAUNDERED IN HOME WASHERS. MEASURING THE FABRICS WITH A RADIATION COUNTER BEFORE AND AFTER WASHING, TELLS HOW WELL THE MACHINE REMOVES BACTERIA-LADEN SOIL. THROUGH THE USE OF SUCH SCIENTIFIC TESTS, **B-W'S NORGE** HAS ACHIEVED THE SUPERIOR CLEANSING ACTION OF ITS FAMOUS TIME-LINE AUTOMATIC WASHER.

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MORE THAN 4 TIMES FASTER THAN ANY OTHER COUNTRY, AMERICA MINES COAL... DOES IT WITH MACHINERY LIKE THIS SHUTTLE CAR. THIS DEVICE IS BUILT THIGH-HIGH TO FIT LOW-ROOFED TUNNELS. ON 4 HEAVY DRIVE WHEELS, POWERED THROUGH SHAFTS AND JOINTS MADE BY **B-W'S MECHANICS UNIVERSAL JOINT DIVISION**, IT LUGS 8 TONS AT ONCE... UNLOADS ITSELF IN 60 SECONDS.

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This One
Y3FK-3K8-50S1

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Now...follow Lady Esther's super-speed recipe for true loveliness!

ONE-MINUTE FACIAL



1. Smooth Lady Esther 4-Purpose Face Cream up your neck and face. Don't rub! This self-acting cream takes away dirt that can turn into blackheads . . . relieves dryness. Remove gently.



2. Splash face with cold water. Blot with soft towel. You don't need astringent. This 4-way Cream works with Nature to refine coarse pores.



3. Smooth on a second "rinse" of Lady Esther 4-Purpose Face Cream. Remove with tissue. A special oil in the cream softens and conditions your face for make-up.



4. Ready now to put on your "face." Make-up goes on smoothly—clings for hours! You're *really pretty* always.

Imagine! With one face cream alone you can give your skin all the vital benefits of an expensive beauty shop facial. Because Lady Esther 4-Purpose Face Cream *all by itself* is a complete beauty treatment. In one minute it *cleans, softens, tones* and *satinizes* your skin!

So easy now to give yourself a facial! Follow these simple directions morning or night. In the bathroom or in the kitchen. Or in the washroom, if you work. Get the Lady Esther *facial habit* for healthier, cleaner skin. Be lovely to look at always!

Lady Esther

4-Purpose **FACE CREAM**



AFTER YOUR FACIAL

Lady Esther Complete Creme Make-up

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Absolutely shineproof, this new make-up keeps you perfectly groomed all day. No retouching for eight hours. Depend on Lady Esther 4-Purpose Face Cream *plus* Complete Creme Make-up for all day loveliness.

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for a big roll at your candy counter

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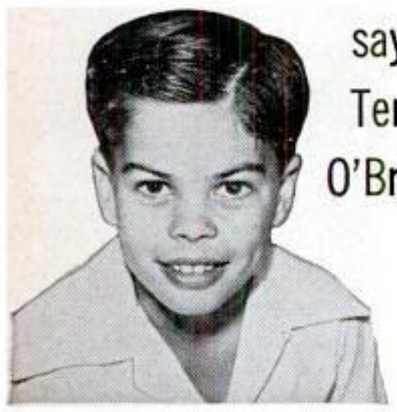
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says Terry O'Brien

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LETTERS TO THE EDITORS

MARY'S CURE

Sirs:

We were pleased to see our daughter Mary's pictures ("A Cure for Two Marys," LIFE, Feb. 23). Mary is no longer at the hospital. She came home in time for her third birthday. Here is a picture of Mary, her cake and her brothers and sisters.

MR. & MRS. JOSEPH V. SCHULTE
Norfolk, Neb.



MARY COMES HOME

AMERICA AND ASIA

Sirs:

Henry R. Luce approaches "America and Asia" (LIFE, Feb. 23) with genuine sympathy, broad tolerance and a deep sense of history. . . . He has restated the role of America in a manner that cannot but reassure the peoples of Asia. . . .

The article strikes the right keynote on Korea by saying that all may be lost if that country is not made free.

Needless to say, his appraisal of the Philippines draws my admiration. . . . As he wrote, because of the Philippines, Americans will not be strangers in their constructive mission in Asia and the Far East. America has Philippine roots that are there to stay . . . New nations have since emerged, more will emerge, under the dynamic and beneficent influence of America's Philippine example. . . .

CARLOS P. ROMULO
Embassy of the Philippines
Washington, D.C.

Sirs:

. . . I lived in China (1925–39) as a medical missionary during the rise and zenith of the Chiang regime. Chiang was not a devout Methodist when he started his northward march in 1927. He was the military arm of the Kuomintang party, whose advisers were Russian nationals and Moscow-influenced Chinese. When the military situation was secured he threw out the Russians and their henchmen, allying himself with the bankers and large landowners Three years later Chiang became a devout Methodist.

. . . No doubt the Chinese people jumped from the frying pan of Chiang into the fire of Communism and like the fire less than the frying pan. But information reaching me leads me to understand that few mainland Chinese are asking for the frying pan back again. The Chiang regime at best was ineffective, and is certainly not "representative of democratic idealism."

HORACE E. CAMPBELL, M.D.
Denver, Colo.

Sirs:

. . . The finest piece of objective and interpretive reporting in this post-war period.

DANIEL A. POLING
Editor
Christian Herald Magazine
New York, N.Y.

CONTINUED ON NEXT PAGE



In 1953 a host...

50 Thousand Men to Take Your Worries

A century ago, three of the Companies of the America Fore Group started business with a handful of employees and agents operating in limited territory.

Today, over 50,000 agents, brokers and employees provide America Fore insurance and service throughout the United States, Canada and in foreign lands.

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IN EVERY CAN



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It contains all the proteins, carbohydrates and minerals your cat needs ...in proper proportions. It's a rich source of vitamin D. Puss 'n Boots is *all* cat food, made from fresh-caught whole fish with cereals added. No scraps or fillers are used. You can feed it with confidence... convenience...economy. 8 and 15 oz. cans.



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PUSS 'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD ...ADDS THE PLUS IN HEALTH AND BEAUTY

LETTERS TO THE EDITORS

CONTINUED

Sirs:

It was interesting to note Mr. Luce's sentence that "Japan was, of course, almost impervious to any new religious gospel." A man who has been recognized as one of the great strategists of military history laid most of the blame for Japan's course up to World War II on this very fact.

In the few hours before his death by hanging, Tomoyuki Yamashita said, "If Christian missionaries had been allowed in Japan 50 years earlier, this would never have happened." The source for this was 1st Lieut. Hubert Thompson, who was Yamashita's military escort to the gallows.

JAY M. JACOBUS

Orinda, Calif.

Sirs:

The front page of the New York *World* of May 7, 1898, carrying the news of Commodore Dewey's victory in Manila Bay, recalls the story of this famous news beat as told to me by the man who did it—the late Edward W. Harden.

Harden, then on the Chicago *Tribune*, was touring the world on the U.S. revenue cutter *McCullouch*. The cutter was ordered to join Commodore Dewey's fleet at Hong Kong. The New York *World* asked Harden to cover the story.

After the May Day destruction of the Spanish fleet Dewey cut the cable in Manila Bay. He sent the *McCullouch* back to Hong Kong with his dispatches, told the correspondents they were free to file their stories but his report must go first.

From Hong Kong (Saturday, May 7) Harden filed his 3,000 words at press rate, $1.15 a word, collect. The Commodore's code message was already on the cable when Harden quietly returned to the cable office and filed a 50-word skeleton story at the urgent rate of $9.90 a word, for which he paid cash in gold. He knew there were a number of relay points on the 14,000-mile journey around the world, and figured that along the line his urgent message would jump ahead of the Commodore's, leaving the press-rate-collect stories backed up behind.

Dewey's coded report had to be repeated back for checking at each relay point, and at the first relay, Saigon, Harden's urgent message sped ahead. It arrived in the *World* office in the early morning, less than an hour from Hong Kong.

The *World* had an extra on the street at 5:30. The news was tele-

CONTINUED ON PAGE 8

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Get Tums today. Still only 10¢ a roll; 3-roll box 25¢.



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DELUXE ALUMINUM
COMBINATION SCREEN & STORM SASH

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VACUUM OFF!

So easy with magic new GLAMORENE Rug Cleaner! Brush it down into the pile of carpet with the GLAMORENE Rug Brush, with its extra-long bristles. GLAMORENE absorbs and dissolves the dirt on contact. Then vacuum GLAMORENE off. *That's all!*

NEW RUG-BRIGHTNESS ... *in Minutes!*

with GLAMORENE Rug Cleaner and GLAMORENE Rug Brush

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More than four million women know how easily GLAMORENE removes stubborn spots and deep-down dirt. The special GLAMORENE Rug Brush, with its extra-long bristles, works the GLAMORENE down deep into the pile to absorb dirt on contact. In about twenty minutes carpet is dry, ready to walk on. Vacuum as usual —and see that New Rug-Brightness! GLAMORENE is completely different!

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Keep GLAMORENE Handy—

QUICKLY REMOVE STUBBORN SPOTS

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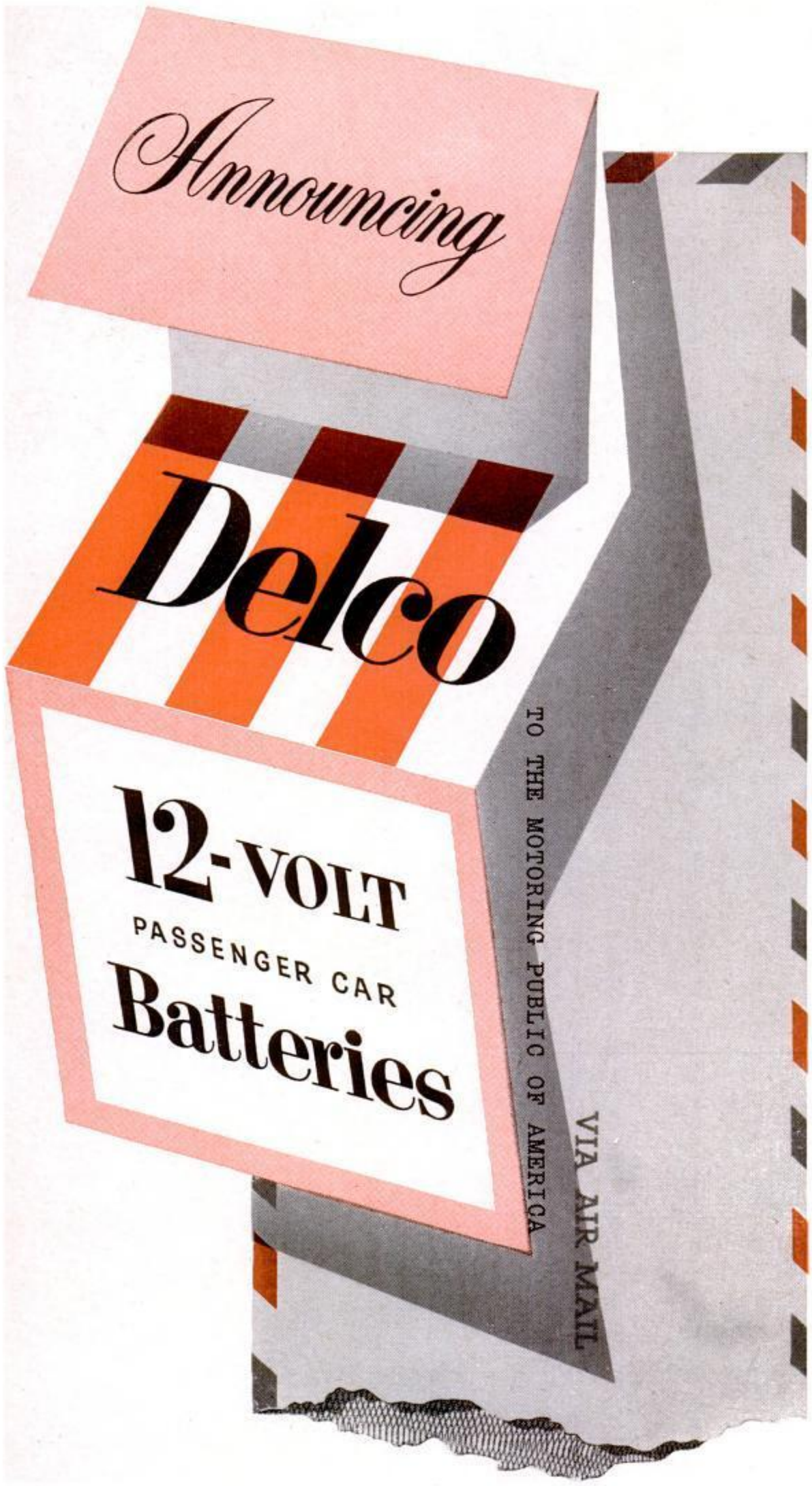
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LETTERS TO THE EDITORS

CONTINUED

phoned to Washington and got President McKinley and Navy Secretary Long out of bed. Five hours later Dewey's report came trailing into the code room at the Navy Department.

Harden, who achieved one of the great beats in American journalism, told me he never did get the *World* to okay his expense account!

FRANK H. FAYANT

Fort Plain, N.Y.

IKE'S FAIRWAY

Sirs:

Eisenhower's fairway was once a presidential pasture ("Ike Finds a Fairway," LIFE, Feb. 23). Here is a picture of President Wilson's pedigreed sheep grazing on "that famous plot of grass."

AUDREY M. KOGLER

Syracuse, N.Y.



WILSON'S SHEEP

● Wilson's sheep saved scarce manpower in 1918 by cropping White House lawns. At an auction for the Red Cross 98 pounds of their wool netted nearly $100,000.—ED.

HOW TO BAG A BUFFALO

Sirs:

As a sportsman, I don't know when I have seen anything more unsportsmanlike in my life ("How to Bag a Buffalo," LIFE, Feb. 23). I've hunted for trophies and table meat but have never been so low as to resort to such doings. . . .

SGT. PAYTON D. WILLIAMS

Fort Sill, Okla.

Sirs:

. . . Why are buffalo being shot if we are trying to keep them as an American symbol? We think the buffalo could at least be moved to a reservation so they could live.

. . . However, if they must be killed, couldn't you give the meat and hides to the Indians? They are poor and need it. Can we be of any help?

THE SIXTH GRADE

The Lawrence School
Hewlett, N.Y.

PRETTIEST U.S. TEACHER

Sirs:

I had the pleasure of working with Nell Owen ("A Prize Blackboard Beauty," LIFE, Feb. 23) in an S.M.U. production of *Goodbye, My Fancy*. In the play LIFE sends its star photographer to photograph the commencement exercises. We speculated back then what a perfect choice Nell would make for the cover.

SARAH J. ROEHR

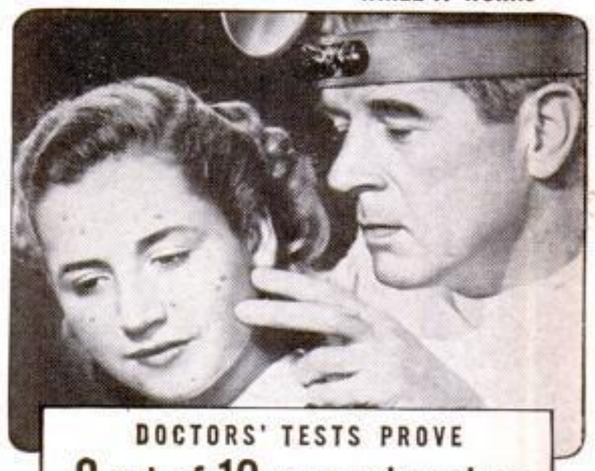
Austin, Texas

CONTINUED ON PAGE 11

New! Amazing Medication

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DOCTORS' TESTS PROVE
9 out of 10 cases cleared up
or definitely improved

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"For all I knew it was Timbuktu!"



"'*Hey, Mother!*' Susan called out, **'guess what country has the heaviest rainfall in the world!'"** For all *I* knew it was Timbuktu . . . so I said, 'I give up, Sue. What's the answer?' Sue looked pleased and held up a World Book volume. 'It's a province in India called Assam, World Book says. It's about the size of Iowa.'

Then she went on to tell how rain is formed and why some parts of the earth have a great deal while other parts have very little.

"I watched her eager face and remembered how a year ago we'd called her 'Lazy Susan.' But thanks to World Book, there she was, full of interest—and she didn't even think of it as 'studying'! Once again, World Book had succeeded in helping Sue really to enjoy learning."

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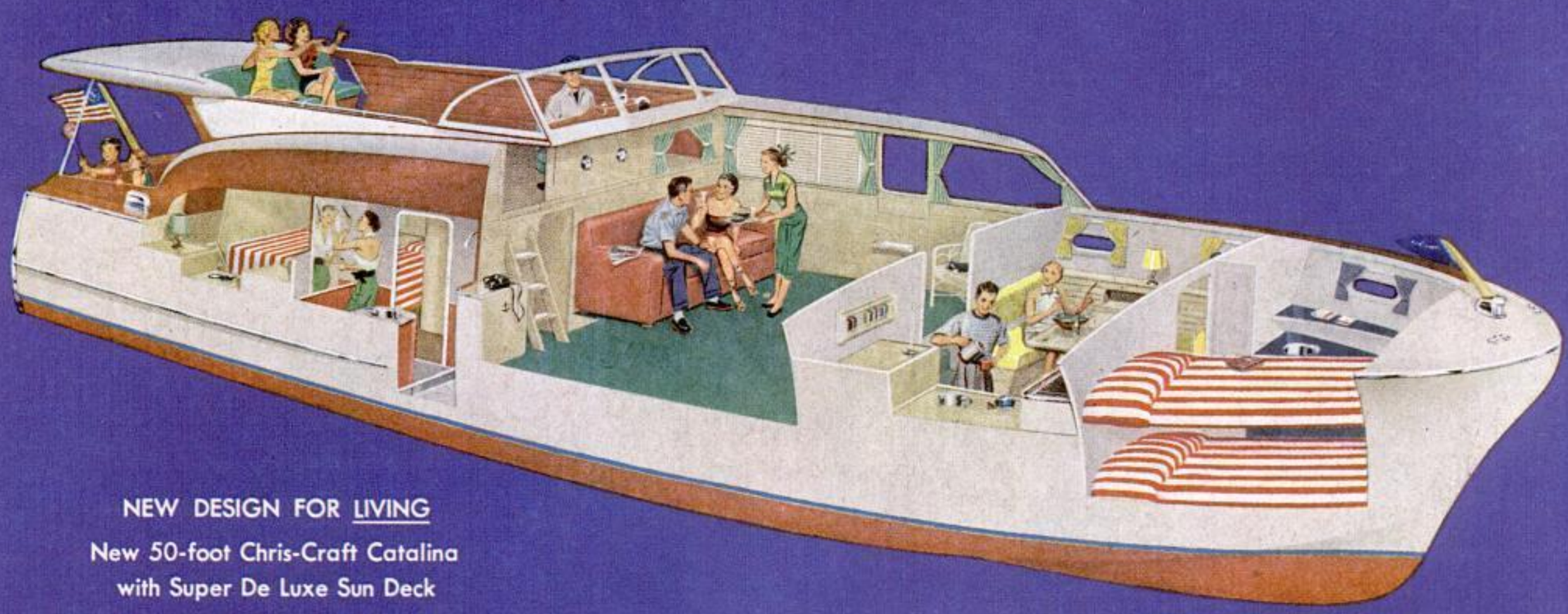
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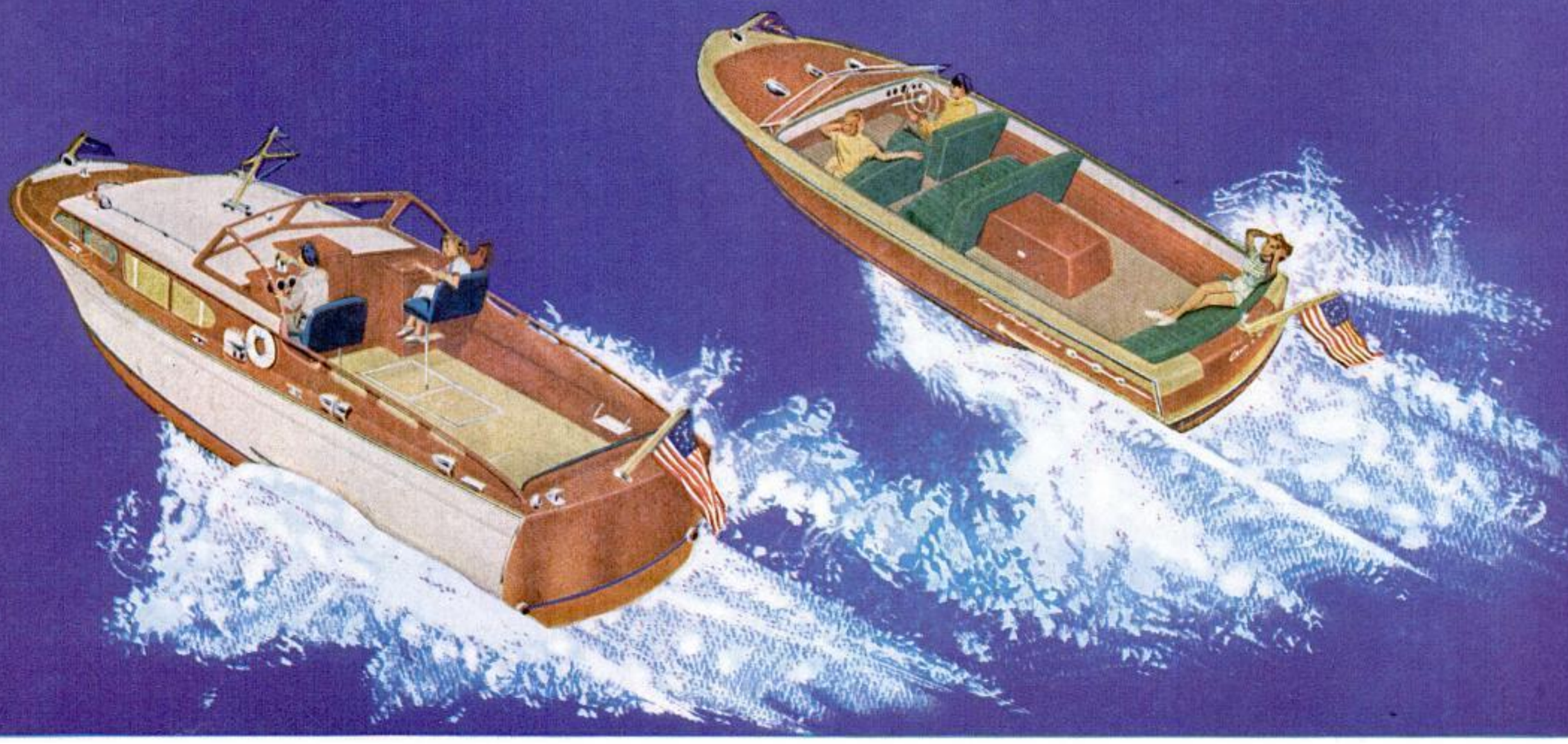
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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Although I'm a Texas man I still think my fifth grade teacher, Miss Joanne Spaulding (*below*), is prettier.

GENE WORLEY

Arlington, Va.



ANOTHER BLACKBOARD BEAUTY

GREAT BIBLES

Sirs:

Needless to say, you have done another wonderful job on another art theme ("Great Pages in Great Bibles," LIFE, Feb. 23)—here combining literature, theology, history and pictures. And as always when you are dealing with the humanities, you make them human. I wish that pedagogues could learn the secret of your vitality. It is really quite simple: you simply relate art to life. It is so refreshing to see a publication really live up to its name.

DAVID A. WILKIE
Professor of Art History
Howard University
Washington, D.C.

Sirs:

You stated the Bible has been translated into 195 languages in all. I am inclined to believe the Bible is now translated into 1,095 tongues, not 195. Am I right?

CAROLYN PRATT
Oklahoma City, Okla.

● Not quite. Parts have been translated into 1,049 languages. The entire Bible has been translated into 195.—ED.

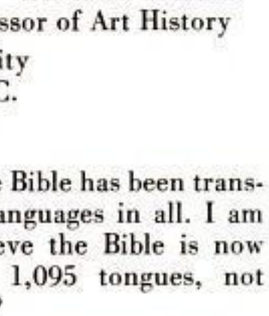
ROUAULT (CONT.)

Sirs:

In the important article you wrote about me ("Rouault," LIFE, Feb. 2), you implied I followed a speculative plan by burning 315 unfinished works

CONTINUED ON NEXT PAGE

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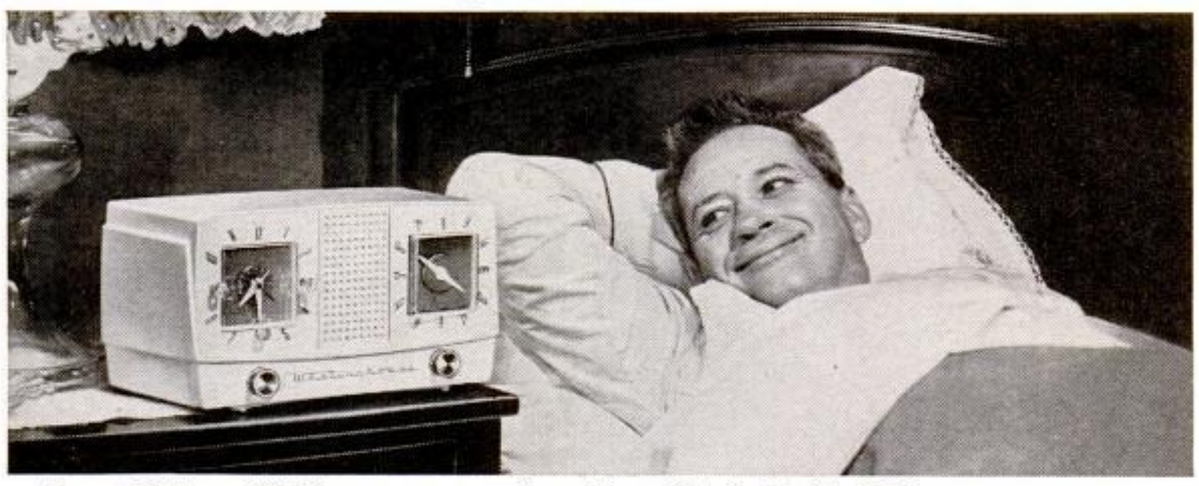
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LETTERS TO THE EDITORS

CONTINUED

out of the 700 paintings returned by the Vollard heirs. You have completely misinterpreted my thought. After long months of thinking and hesitating I decided to destroy so many unfinished works because it seemed impossible to me to finish them before the end of my life. I had to make public the destruction because my suit against the Vollards was known to the public. Thus I was proving to everyone that my aim was essentially to defend my works, spiritually and pictorially.

There was never any question of commercializing my works which in fact were withdrawn from the market as a result of the suit. The proof is that those which escaped destruction were never put on sale. . . . Persons who know me well would smile to think I had loaned myself to dealing with shops or speculating with money.

GEORGES ROUAULT

Nice, France

CARL SANDBURG

Sirs:

Your generally impeccable taste was ably demonstrated by your tribute to Carl Sandburg ("I Went Back to Galesburg," LIFE, Feb. 23). The informal simplicity came as close as possible to capturing the mood in which this ageless author is at his best.

JOHN MEAGHER

Mankato, Minn.

LOVE OR THE LAW?

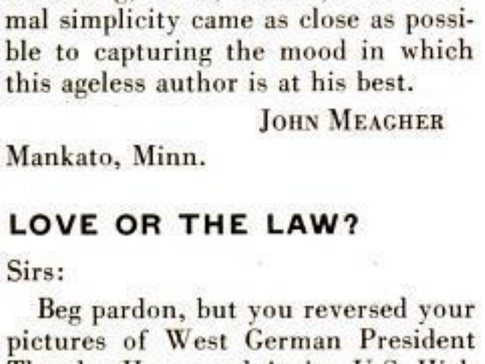
Sirs:

Beg pardon, but you reversed your pictures of West German President Theodor Heuss and Acting U.S. High Commissioner Samuel Reber ("Love or the Law?" LIFE, Feb. 23). . . .

NORBERT MUHLEN

New York, N.Y.

● Reversed pictures are corrected below.—ED.



HEUSS REBER

Sirs:

If Victor Hugo were alive he would rewrite *Les Miserables* using the G.I.'s Belgian bride, Anne Urabazo, for Jean Valjean—put in the galleys for stealing a loaf of bread when he was starving. And surely U.S. Consul C. Montagu Pigott would be substituted for Javert.

CALVIN RICE

East Lansing, Mich.

Sirs:

. . . Considering how mad I got when I read the article, I should like to know what happens now.

MRS. J. G. PARTMANN

San Francisco, Calif.

● Decision on Mrs. Urabazo's case is still pending in a German court. Unless the court erases the bride's "criminal record," she will continue to be barred from the U.S. under present immigration laws.—ED.

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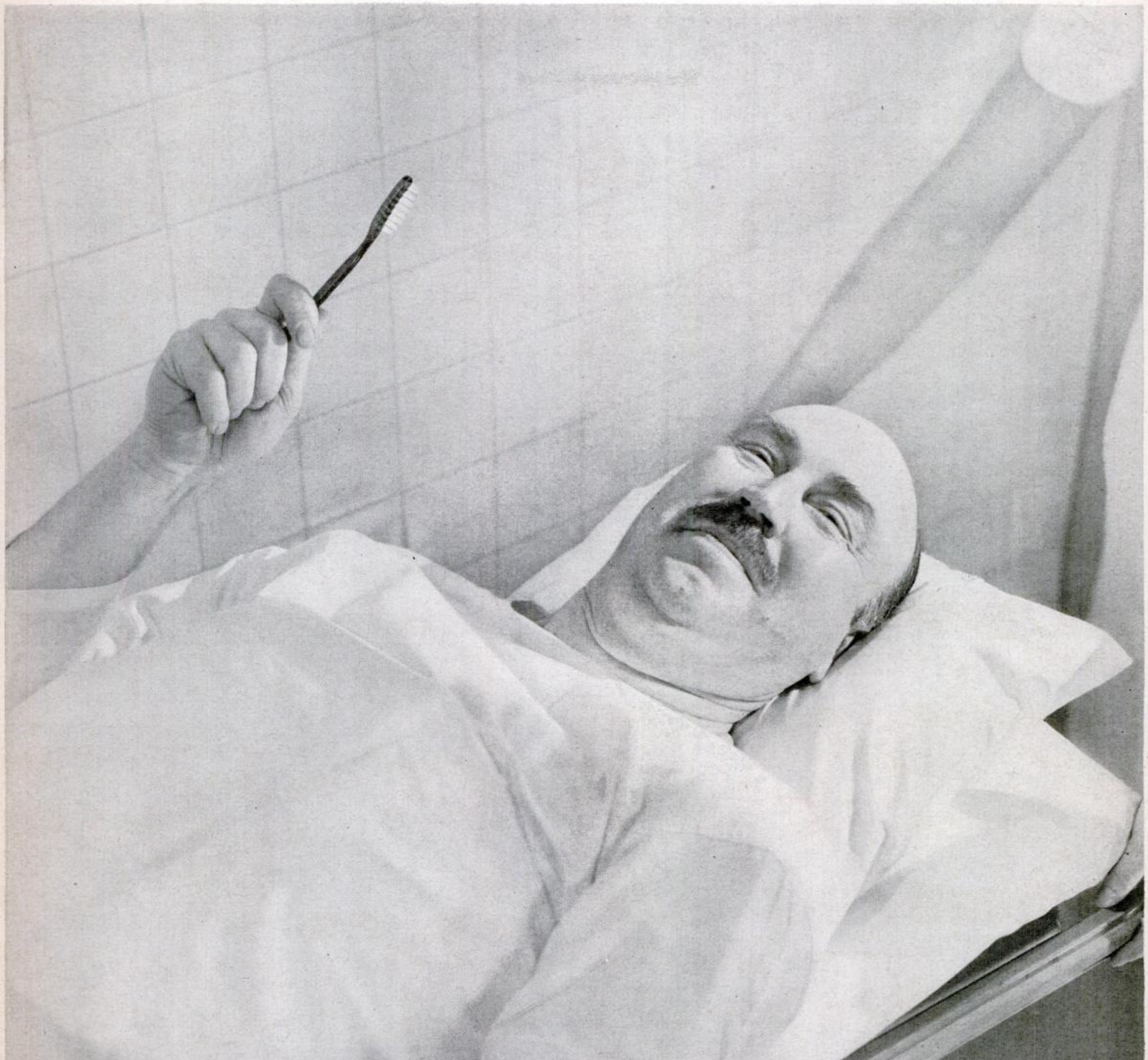
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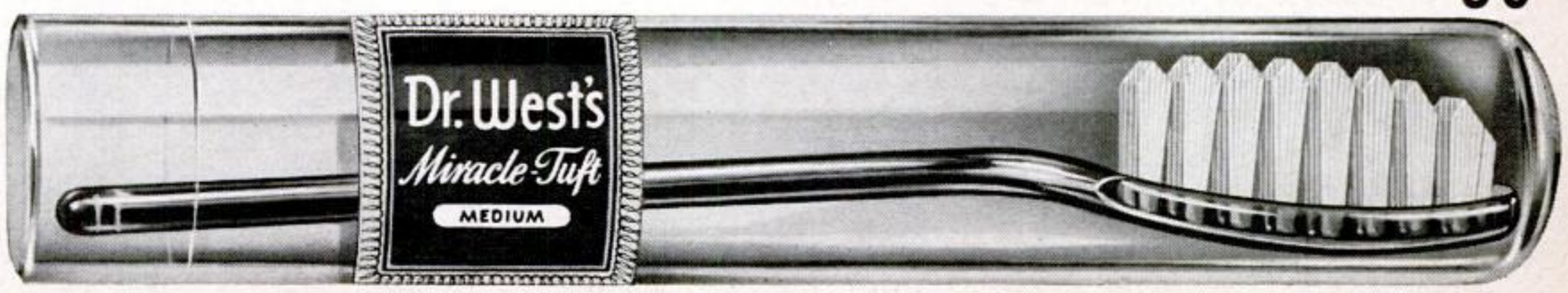
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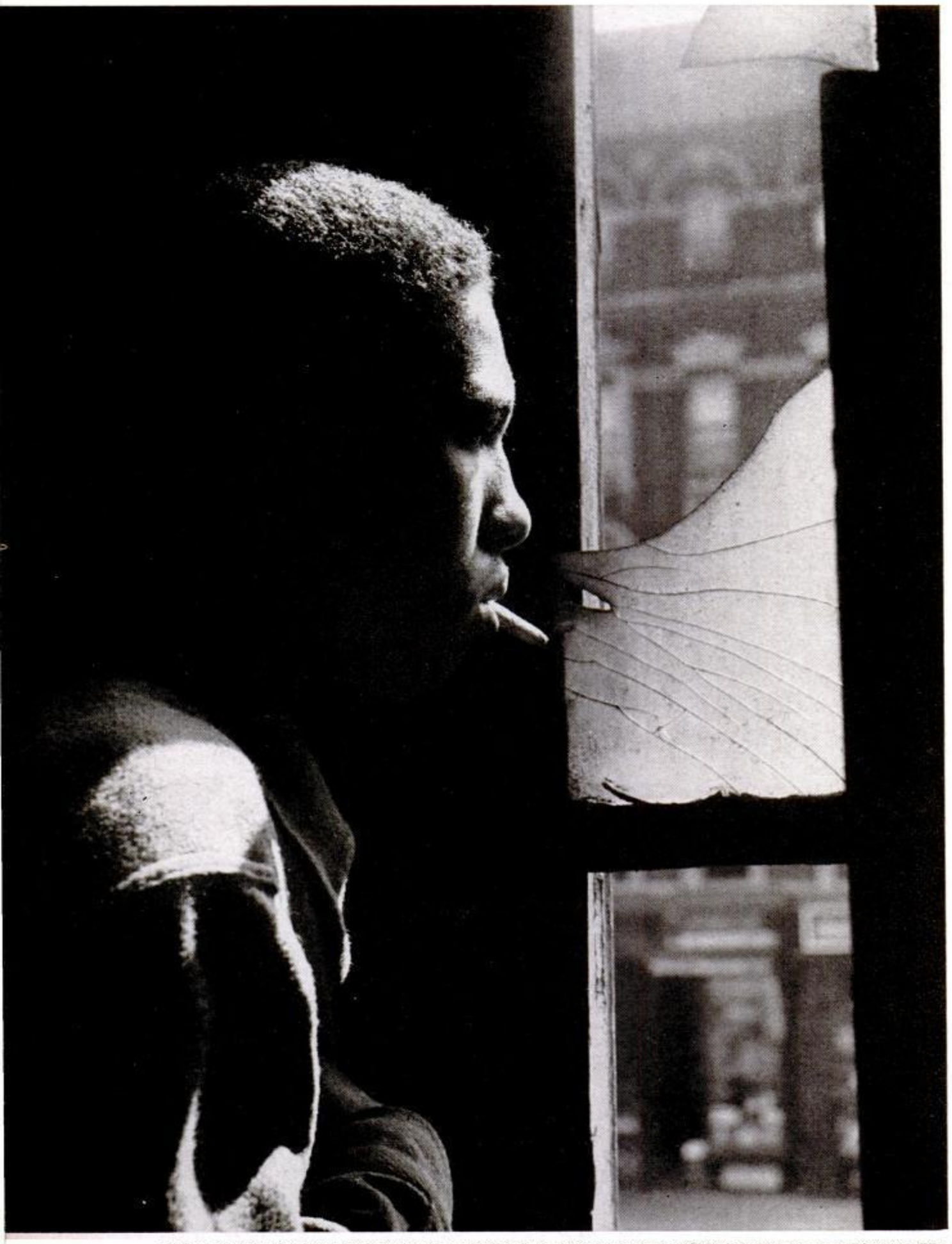
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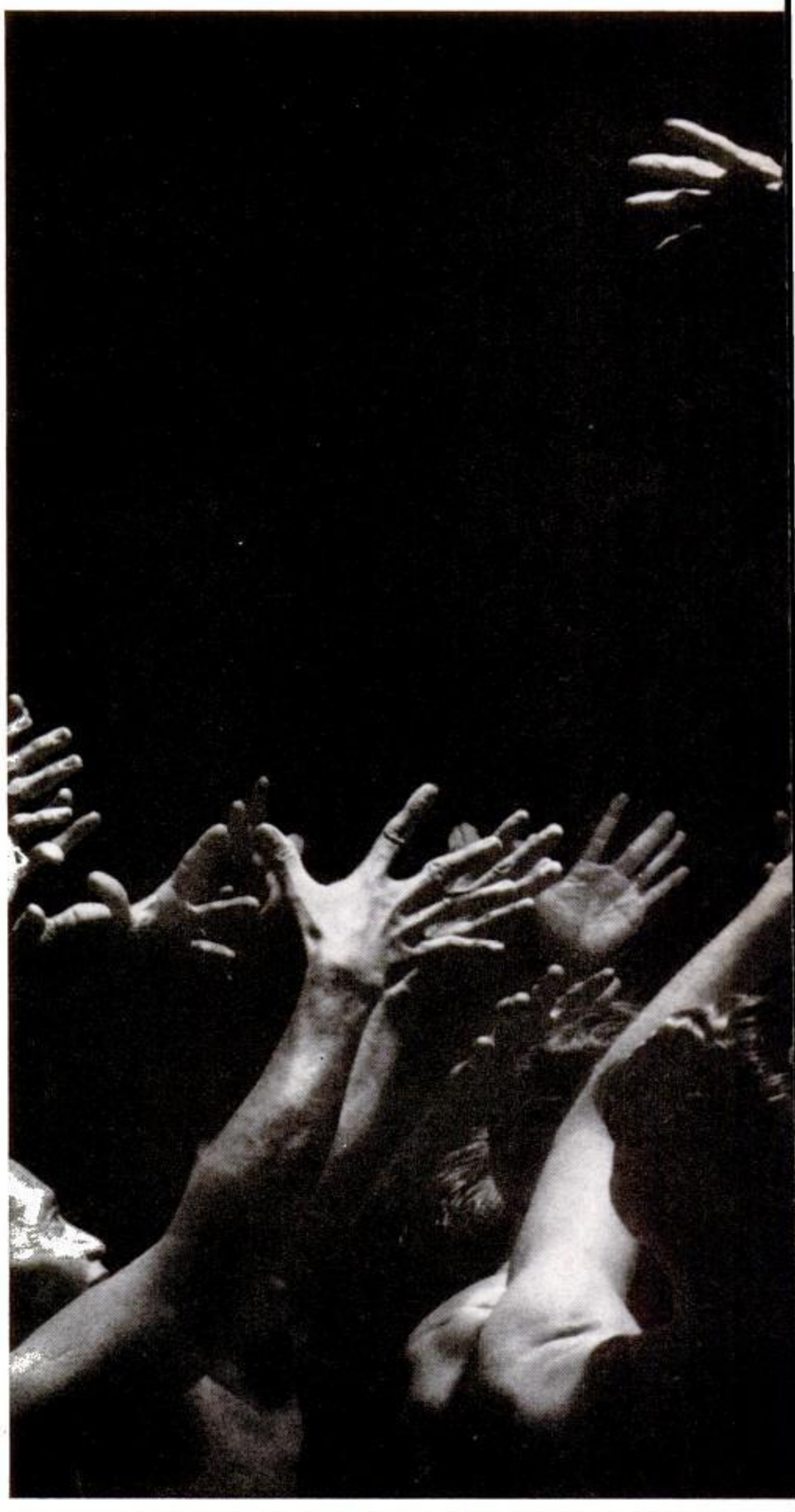
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HERDSMEN CHASING WILD HORSES BELONGING TO A PORTUGUESE NOBLEMAN REMINDED PARKS OF HIS YOUTHFUL DAYS ON HIS FATHER'S FARM IN KANSAS

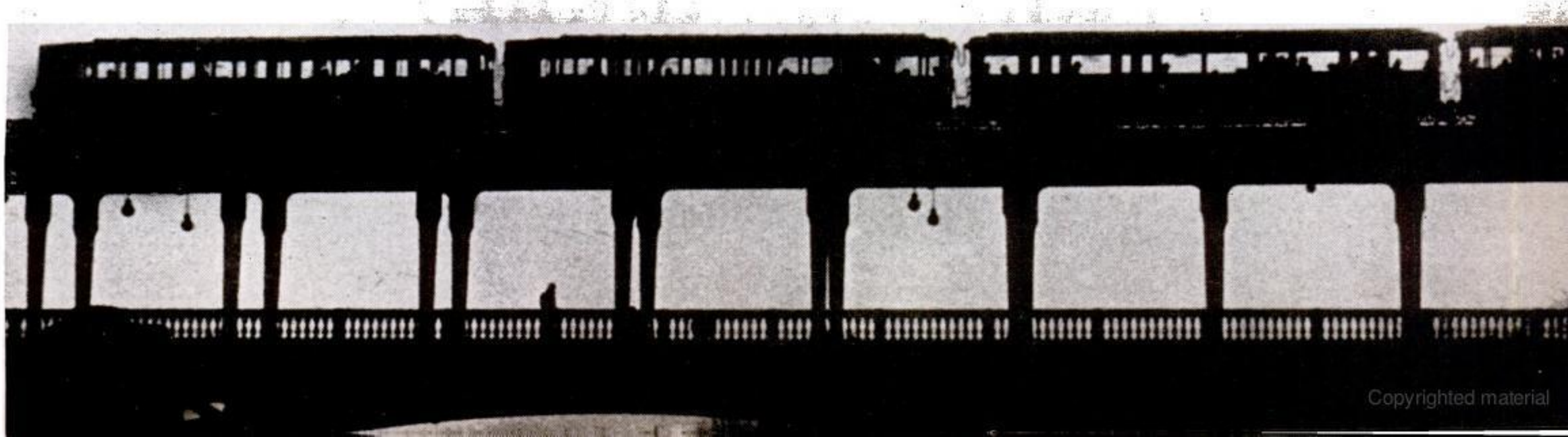


HARLEM GANG LEADER WAS SUBJECT OF THE FIRST LONG STORY PARKS DID FOR "LIFE"



TO DRAMATIZE THIS TROUPE OF BALINESE DANCERS, PARKS

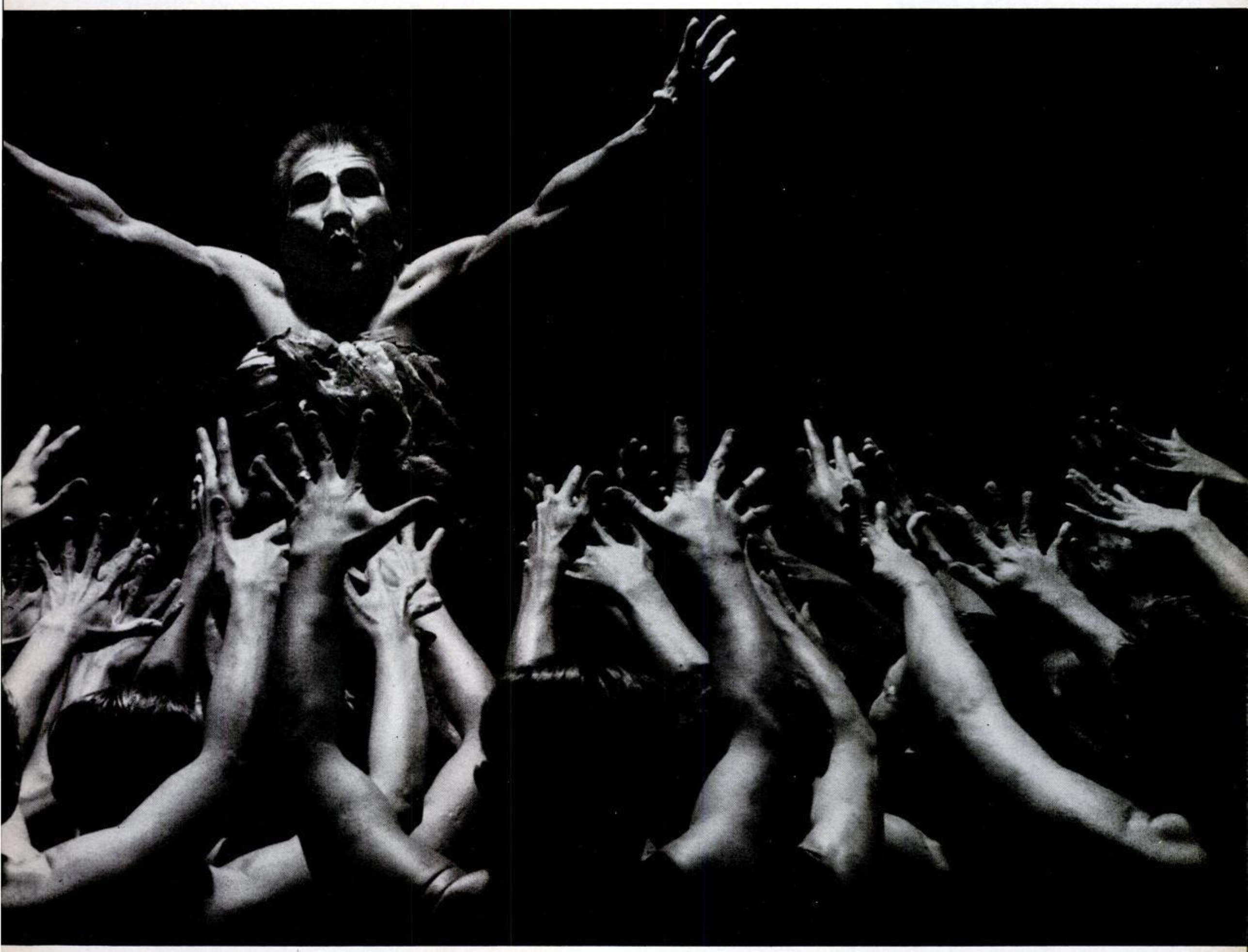
SILHOUETTE OF ELEVATED TRAIN CROSSING SEINE RIVER WAS PHOTOGRAPHED BY PARKS WHILE DOING STORY FOR "LIFE" ON 2,000th ANNIVERSARY OF PARIS



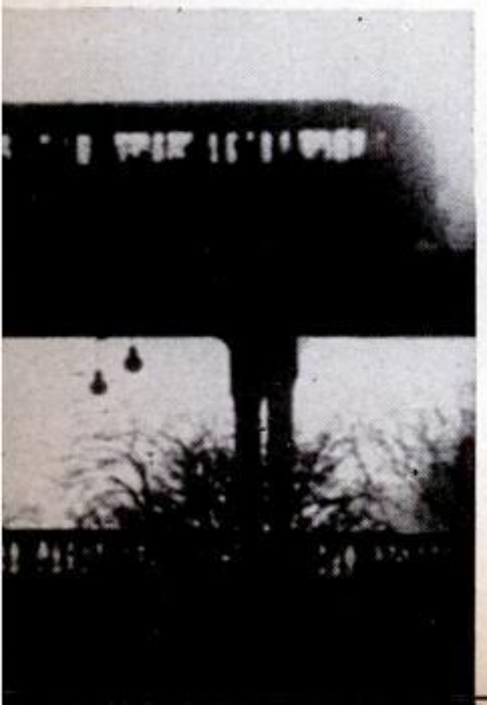
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SPEAKING OF PICTURES . . .



USED A SINGLE BRIGHT LIGHT TO ILLUMINATE THEM FROM DIRECTLY OVERHEAD AND PARTICULARLY TO MAKE CENTRAL FIGURE LOOK LIKE A SKELETON



. . . Museum honors work of LIFE'S Gordon Parks

Gordon Parks, who left a farm in Kansas to become a pullman bartender, bought a Brownie in 1937 to amuse himself in his off hours. He persevered even though, while taking snapshots of seagulls, he once fell into the ocean. Starting professionally in fashion illustration, he worked as a photographer with the OWI during the war and in 1949 joined the staff of LIFE. This month the Art Institute of Chicago, describing Parks as "one of the most powerful photographers working today," is honoring him with a one-man exhibition of his photographs, most of which have appeared in LIFE. They reveal him as a versatile artist with a sensitive eye for such diverse subjects as slum-dwellers and celebrities. Parks is also a musical man whose first composition has been performed in Europe (LIFE, July 28) and the U.S.



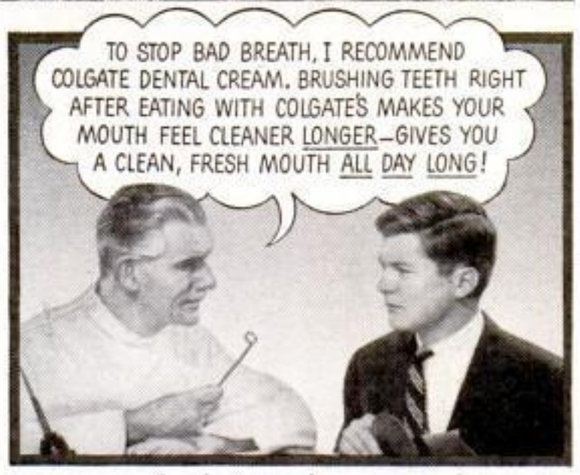
"LIFE'S" GORDON PARKS

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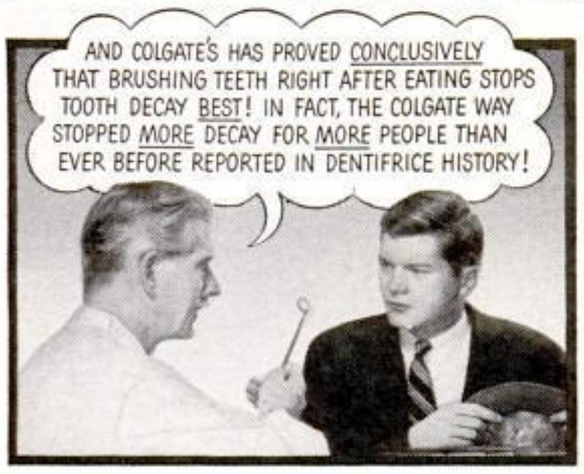
That's Putting Him On Ice, Sis!

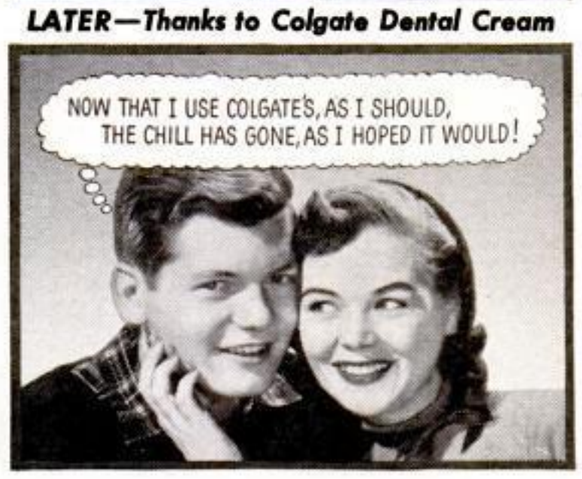






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GAMBLING WOMAN, at opening of Caribe Hilton Hotel in Puerto Rico, struck Parks as someone "trying to cling to her beauty as well as her money."



AGING CELEBRITY, former opera star Mary Garden, was photographed at 72. Parks felt as though she were thinking, "I'm still pretty and chic."

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The 10th at Winged Foot, Mamaroneck, N.Y.



The 18th at Cherry Hills, Denver, Colo.



The 9th at North Shore, Glen Head, L.I.



The 17th at the Country Club, Cleveland, Ohio



The 7th at Ekwanok, Manchester, Vt.



The 13th at Brookline Municipal, Brookline, Mass.



The 17th at Oakland Hills, Detroit, Mich.



The 14th at Olympia Fields, Chicago, Ill.



The 6th at Dallas Country Club, Dallas, Tex.



The 10th at Greenbrier, White Sulphur Sps., W.Va



The 13th at Pelican, Belleair, Fla.



The 13th at Augusta National, Augusta, Ga.



The 11th at Interlachen, Minneapolis, Minn.



The 18th at Pinehurst Golf Club, Pinehurst, N.C.



The 13th at Merion, Philadelphia, Pa.



The 13th at Pine Valley, Clementon, N. J.



The 16th at Cypress Point, Pebble Beach, Cal.



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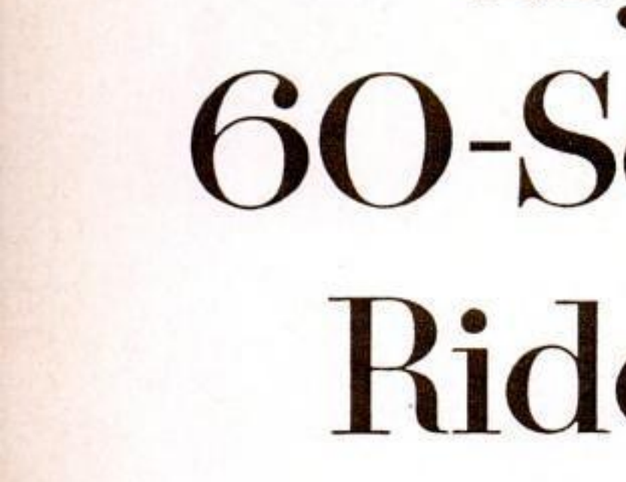
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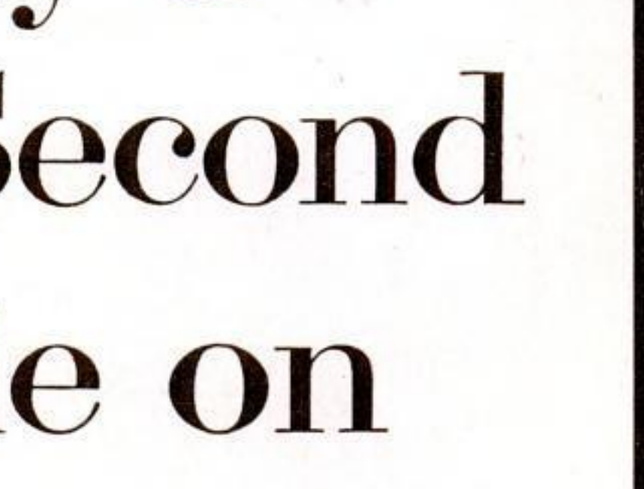
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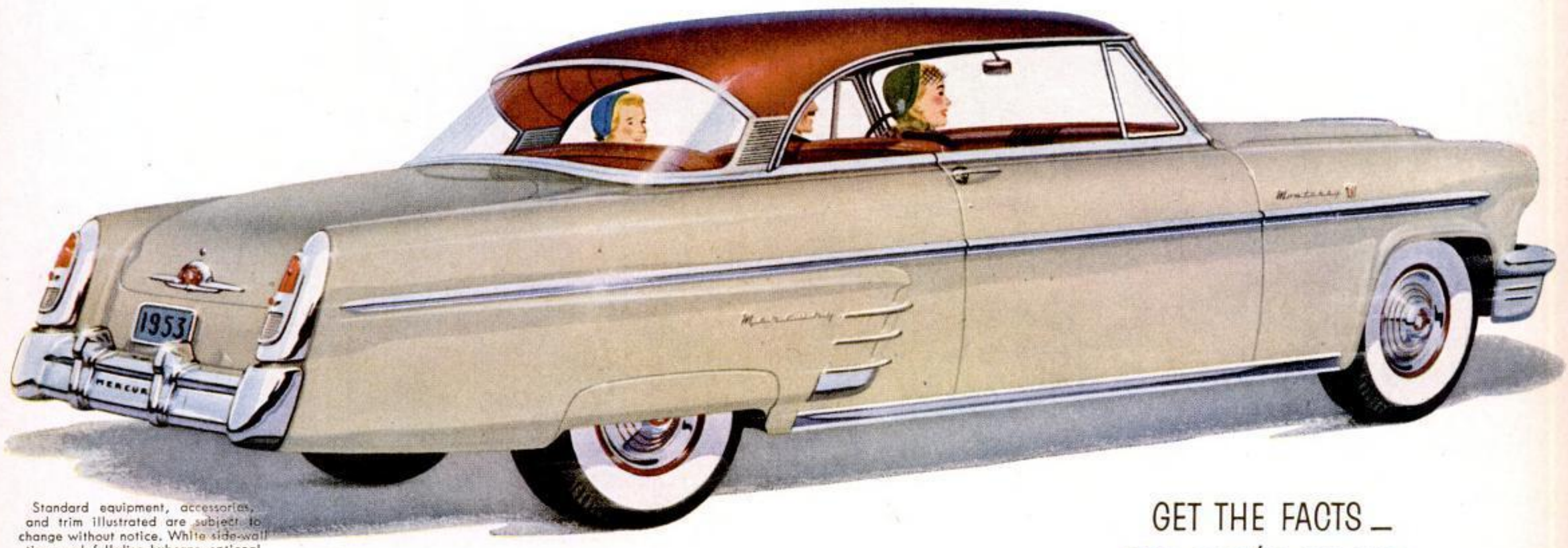


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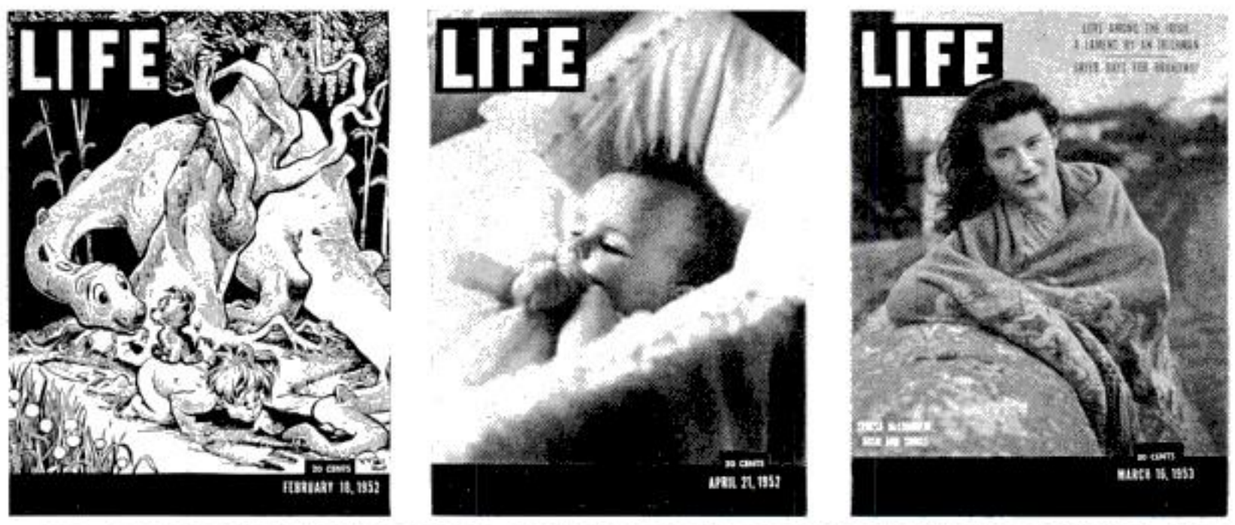
Vol. 34, No. 11

LIFE

REG. U.S. PAT. OFF.

March 16, 1953

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"LIFE" COVERS THAT NEVER RAN AS SUCH INCLUDE A "GLOB," A BABY AND AN IRISH GIRL

MALENKOV—HOW HE REPLACED AN IRISH GIRL

A LIFE cover should reflect, among other things, what you will see inside. Since it usually goes to press early, we sometimes have second thoughts about it—and are able to act on them.

Three of the covers selected but never used as such are shown above. The first one was The Glob, a figure invented by Cartoonist Walt Kelly to illustrate an article on evolution. He gave way to the new queen of England when King George VI died. The baby picture would have indicated that we had a story on layettes, but then along came Tito's memoirs. Subsequent letters indicated that our first choice would have been more popular, but we felt that the readers should know from the cover that for the first time the head of a Communist state was writing for popular publication. The current example is an Irish girl, now seen on page 142, who seemed to fit in with Seán O'Faoláin's lament about Irish marriage customs. But, four days after our normal closing time, Stalin became ill and some production overtime resulted in what you now see on the cover.

This wasn't the only process set in motion. We started assembling the story on pages 20 through 29 from 50,000 photos which, since 1950, our picture bureau had been inspecting. They came from picture agencies, official sources, obscure magazines, libraries and from our foreign offices. We had rare pictures like Stalin sponsoring Malenkov in 1951 (*cover*), Stalin as a young revolutionary (*p. 24*) and Lenin stricken by the same malady as his successor (*p. 25*). We had saved pictures from trips by Photographers McAvoy and Bourke-White (the Kremlin on *pp. 20, 21* and Stalin on *p. 27*).

For the current developments we had officially released pictures from Moscow, but to show the uncensored impact which the event had on the Communist world one of our photographers slipped through the Iron Curtain to show how East Berlin acted as it passed from the firm rule of Stalin to the uncertain hand of Malenkov.

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FALSE GOD DIES, CRISIS IS BORN

AN AUTHORITY FORESEES LONG FIGHT FOR POWER AND SEMI-DIVINE STATUS

The death of Josef Stalin last week was like a thunderclap without lightning—the roar filled the world but there was scant illumination. Realizing that little could be learned from the censored Moscow dispatches, LIFE consulted Edward Crankshaw, one of the world's recognized authorities on Soviet politics and author of *Russia and the Russians* and *Cracks in the Kremlin Wall*. His eloquent and penetrating account, cabled from London, follows.

by EDWARD CRANKSHAW

In America when a president lies dying, in England when a king lies dying, all bitterness of strife is muted. People move about their business in a dream; and in their thoughts is the image of the death chamber, in their hearts the shared sorrow of those who watch for death. These, for a day, put off the pomp of high estate and appear in their natural human dignity, upheld by the silent sympathy of millions.

In Russia when an autocrat lies dying the atmosphere is dark with uncertainty and the unbridled conflict of ambition. In the hearts of the common people the habitual pain of the evil they know is overborne by the unspoken fear of the evil they do not know. In the words of the new Soviet government's own communiqué, there is "disarray and panic."

Stalin lay dying in the palace of the czars, prostrate and unconscious, the real and also the symbolic center of a fantastic web of plots and counterplots reaching out from the anterooms of the Kremlin to the remotest corners of his empire. Men with great interests at stake came as close as they dared, as close as they might, to the heart of tremendous events. All were scheming, some for the good of Russia, more for their own secret ends, a handful for absolute power.

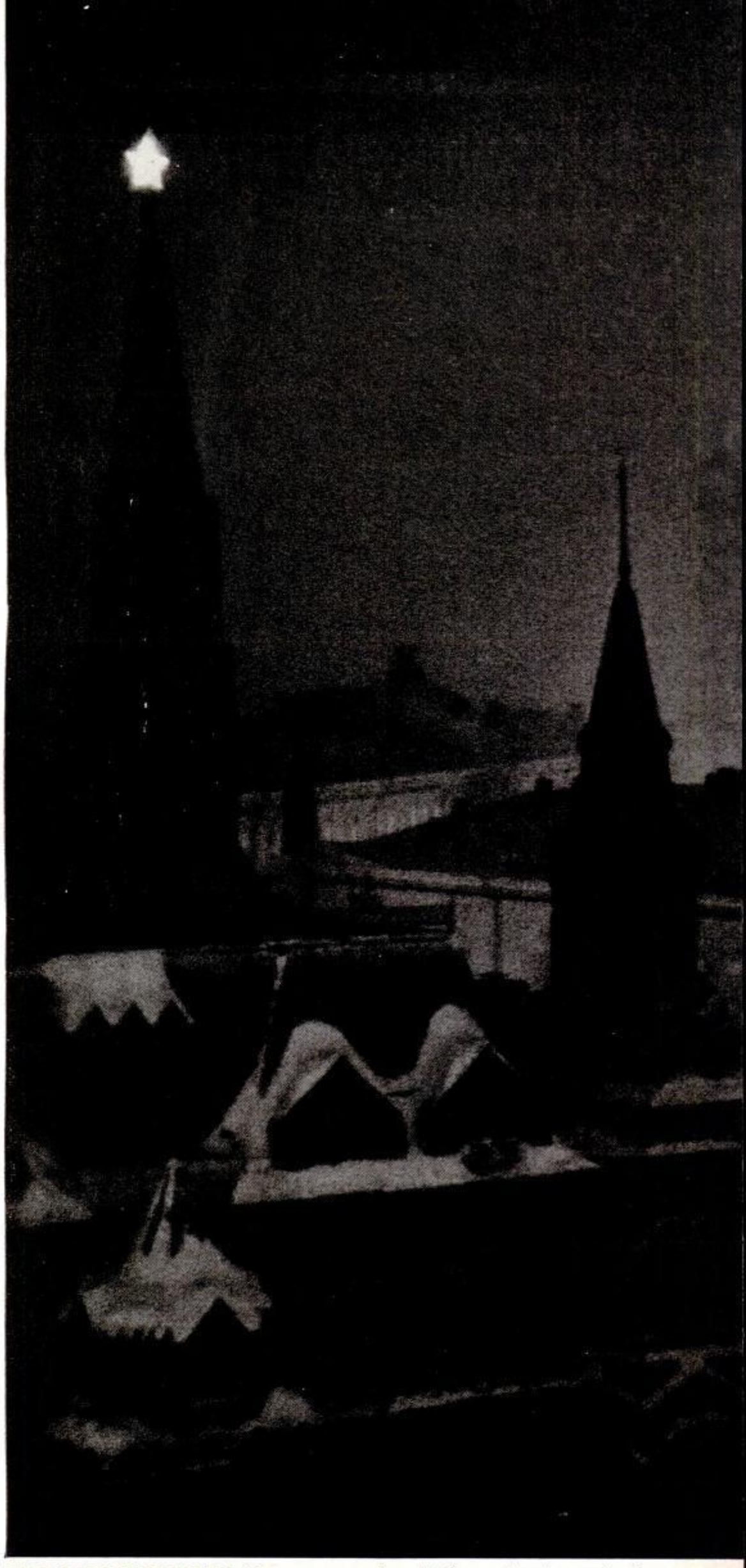
This was in the Russian tradition of the harsh and arbitrary despotism which fears the light of day. All European nations look back on a history full of disgraceful episodes. Russia alone relives her ancient history in the era of Coca-Cola and the Hydramatic drive.

Inside the lowering Kremlin walls the first of Stalin's true forebears, Ivan the Terrible, killed with his own hands his son and heir and then went mad with remorse. From the Kremlin in 1591 Boris Godunov ordered the assassination of the child who stood between him and the throne. Later the tradition moved to St. Petersburg. The infant Czar Ivan VI was imprisoned by Elizabeth, the usurper empress, in the underwater dungeons of the Schlüsselberg until he became an idiot and was murdered by his guards. Catherine, the wife of Peter the Third, had her own husband murdered in order to assume the crown. These acts occurred not in the Middle Ages but at the time of Voltaire. In the second year of the 19th Century the Czar Paul was murdered in his own palace.

Stalin was the inheritor of this tradition. It is not to be wondered at that Trotsky was sure that Stalin had poisoned Lenin. And Stalin himself has used the poisoning motif: in the 1930s to account for the deaths of his outspoken friend Ordzhonikidze and of the great writer, Gorky; only the other day to account for the deaths of two members of the Politburo, Shcherbakov and Zhdanov.

The legend of the poisoning doctors is not new. It is old. Ivan the Terrible required his doctors, foreigners imported from the West, to poison those whom he distrusted. Nobody today would remember that as a living story had not Stalin himself revived it in his own lifetime. And so it is hardly surprising that as soon as the nine doctors were accused of poisoning Zhdanov the story went round that in fact this was part of a plot against Stalin—to remove his own trusted doctors and substitute others in the service of a pretender. It meant, people said, that Stalin would soon die. Now he is dead.

We do not have to believe this story. It may or may not be true. The



THE ANCIENT KREMLIN, a vast complex of offices, churches and palaces, stands sinister in the Moscow winter. It was built 800 years ago and the great

point is that it is in keeping with Kremlin atmosphere and Stalin had only himself to blame if it is believed. It is against this dark background of violence, suspicion, conspiracy and fear that we must see the men who have spent their lives in Stalin's shadow, and now survive him.

Who are these vaguely looming figures? We know a little about the men who have figured in public as Stalin's closest colleagues. We have had in past years queer glimpses into their quarrels. But there are others of whom we know nothing at all, and the key to the future, the future inheritor of Stalin's mantle, may well prove to be someone of whom the Russians, to say nothing of the Western world, have scarcely heard.

So that even though the official succession is now proclaimed on conventional lines (Malenkov to be chairman of the council of ministers, or prime minister; Beria to be his first deputy; Molotov superseded by these younger men) this tells us very little. Sooner or later, if the regime is to persist, there will have to be a new leader, quasi-divine, different in kind and obeyed by all the others, the new "Little Father" for all to adore.

A pale-faced politician in a badly cut lounge suit who has been kept in

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LIFE
Vol. 34, No. 11 March 16, 1953

wall around it was protection not only against enemies, but against frequent fires in the city outside. The snowy Kremlin looked like this last week as Stalin lay dying inside. This hitherto unpublished photograph, by LIFE's Thomas D. McAvoy, was taken from the north, shows the Kremlin Arsenal in foreground.

the shade by a god all his lifetime cannot assume the attributes of a deity overnight. The people have to be educated to see a god where there was only a professional party boss. This is true in Russia itself, and it is doubly true beyond Soviet borders—in China and in the European satellites —where Stalin has appeared both as remote and as omnipresent as God.

Stalin some months ago caused the reorganization of the Politburo, a ramshackle apparatus, to make a machine which could run easily after his death with a calculated dispersal of power. That machine was thrown down and totally destroyed, without a word of explanation, within 24 hours of Stalin's death. The new regime has started with a scarcely veiled *coup d'état*, undoing Stalin's work. The men who have carried out this revolution, Malenkov and Beria, now work together. But the very violence of their first joint action has set the tone for the times to come. They have acted quickly and suddenly to forestall possible trouble and to concentrate all power in their hands. To ensure their safety they have gone out of their way to placate the army by recalling the great hero, Marshal Zhukov, from his exile and making him a deputy minister of defense.

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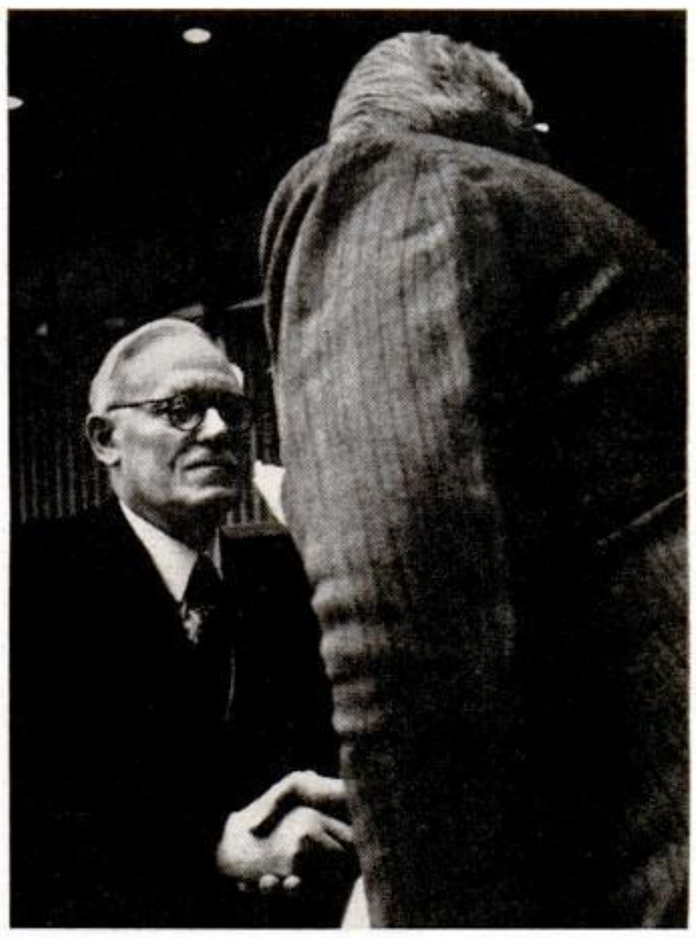


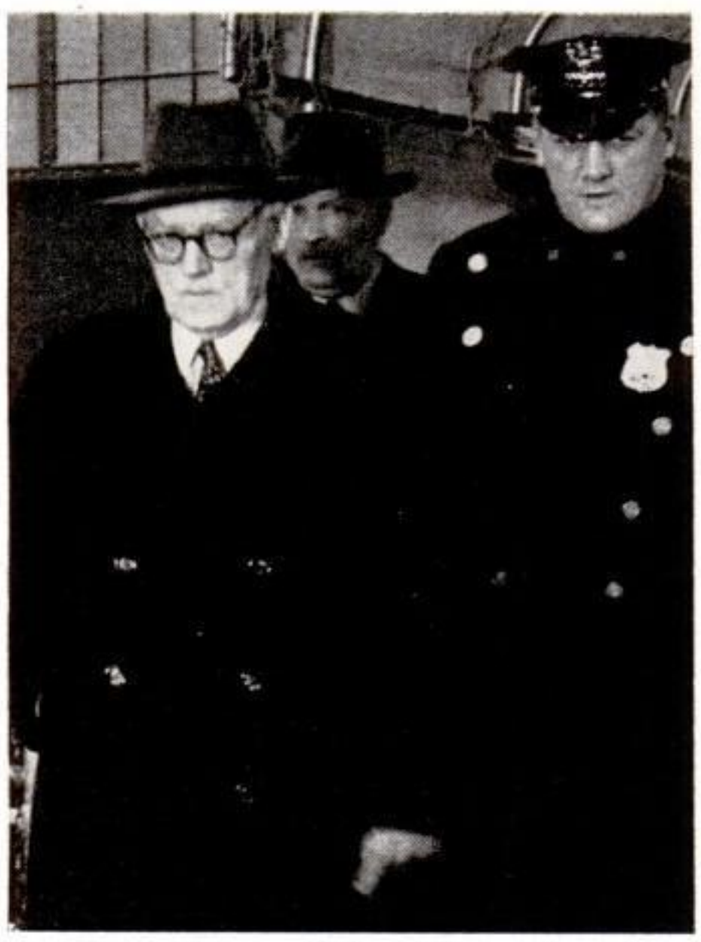
LYING IN STATE, the late dictator rests in elaborate Hall of Columns in Moscow. Embalmed, his body will be put in glass and exhibited next to Lenin's.

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A TOP COMMUNIST GETS THE BAD NEWS







AMUSED, THEN MISERABLE, Russia's U.N. delegate Andrei Vishinsky grinned on Tuesday (*first picture*) as he was excoriated by Peruvian delegate. Then, on Friday, he sadly accepted condolences of fellow delegates (*center*) and on Friday afternoon, demoted to deputy foreign minister, he sailed for Moscow.

Stalin CONTINUED

Viacheslav Molotov, officially Stalin's first deputy but lately sunk into the background, has been relegated to third place. A far more formidable figure than is generally supposed, the man whose brain was good enough to make him Stalin's chief of staff for 30 years, he has had to make way for younger and more ruthless men.

The first of these is Georgi Malenkov, 12 years Molotov's junior, tough, able, unremittingly ambitious, a man of action and a man of intrigue modeled on his master's plan. Once Stalin's private secretary and for long the supreme party boss, Malenkov—like Stalin before him—has worked successfully to model the party in his own image. He is by all appearances the strongest personality in the Soviet Union and as such Stalin's natural heir.

The second is Lavrenti Pavlovich Beria, the chief policeman, about Malenkov's age, who has spent his life in the police as Malenkov spent his in the party, a confidant and fellow countryman of Stalin's. Gentle in manner, with pince-nez, Beria inspires people who meet him to say that he reminds them of a schoolmaster. They said the same of Himmler, and for the same reasons.

These three have lately stood closest to Stalin. During the past two years there have been vivid and unmistakable signs of a conflict between them. The fact that they work together now does not necessarily mean that they will not fight in the future.

The vanquished and the victors

Five years ago one would have had to list with them Zhdanov and Andreyev, but one is dead, the other thrown away. Five years ago one would have had to put next on the list Kaganovich and Mikoyan; Kaganovich, the brilliant and energetic Jew, Stalin's brother-in-law, who has so many times saved the country from ruin by desperate action when this or that aspect of the plan has broken down; Mikoyan, the Armenian with the intelligence and approach of an American tycoon. But Jews and Armenians have no chance now of being deified by Russians, who want one of themselves. And two other men, Bulganin and Khrushchev, have long since outpaced Kaganovich and Mikoyan.

Bulganin is the darkest horse among the visible runners. Cultivated, highly educated and intelligent, a banker and administrator by career, a political boss by opportunity, he draws on reserves of power which we can only suspect. Onetime minister of defense, he is still the army's spokesman in the Kremlin. Whether he is working for the army or against it, we do not know. Whether he favors the political generals, Sokolovsky and Shtemenko, or whether he has maintained a close liaison with the exiled generals like Marshal Zhukov, we do not know. Who his friends may be in the Politburo we do not know. He was picked by Stalin for his ability; he may follow a solitary star.

Khrushchev is less picturesque. We know little of him save that he was the scourge of the Ukraine when the Ukraine worked itself into a state of rebellion after the war. And he has been given the job of regimenting the peasants, of regimenting the most independent-minded half of the population. But he is not in the same class as Bulganin.

Finally there is Voroshilov, Stalin's drinking companion and contemporary, who has survived by the grace of Stalin and means nothing without the grace of Stalin. Too old and respected to sack, he has been kicked upstairs to become the new titular head of state, the so-called president of the U.S.S.R.

What are these men doing? How strong are they? Who now gives orders to the soldiers? Who gives orders to the great industrial magnates? Who gives orders to anybody at all? The answer to the last question is the Central Committee of the Communist Party. That, until this week, meant Stalin, the boss, *Khozyain*. Stalin spoke and the central Committee fathered his words. Today Malenkov stands to the party as Stalin stood. The voice of the party should be the voice of Malenkov. But will people obey the voice of a man when they are used to obeying a god? Will they obey anything at all but force? And who has the force?

The army has force, and the police have force. But the force of the army is dispersed and diffused. Who runs the army? Bulganin of the Kremlin? Vasilevsky, the minister of defense? Sokolovsky, the new chief of staff? All these together? We do not know. But we do know who runs the police and so does everybody else: Beria. And the force of the police is compactly organized, immediate in striking power, ubiquitous.

If Beria wishes to be the new god he can bide his time and carry out his will with the help of the police. If Beria wishes to break the power of the party, he has only to contrive an alliance with the army to sweep everything before him. Only death can break his power. On the other hand we do not know whether Beria aspires to open deification—like Stalin, he is a Georgian and the other Russians might be slow to accord godhood to two Georgians in a row. If he does not, if he is content to work under Malenkov, between them these two will conquer, and Malenkov will himself be god. It seems clear that Stalin saw Malenkov as his ultimate successor and built him up, but not far enough to challenge his authority. Beria was his counterpoise. Stalin may have died too soon for Malenkov.

The government machine exists. When Lenin died there was nothing like it. On the face of it, it is an admirable, robust and infinitely comprehensive machine. Malenkov controls the party, Beria the police, Bulganin the army, Kaganovich drives the workers, Khrushchev the peasants, Mikoyan the machinery of trade and exchange. Molotov, reduced in stature, embodies the link with Lenin. The machine may run for many years with these ambitious men maneuvering for position, while still more ambitious newcomers scheme to penetrate and gain control. But it cannot last. Government by committee can only be an interim affair. The "Little Father" is necessary to the Russians and will remain necessary until and unless they achieve a democratic government. Stalin knew this and made himself a god. The men he has left behind know it too. The very survival of Soviet Communism demands that one of them must some day become a god.

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THOSE WHO CARRY ON sit at last party congress. Left to right they are: Lazar Kaganovich, 59, Stalin's brother-in-law and now member of the new 10-man Politburo; Georgi Malenkov, 51, the new premier; Lavrenti Beria, 53, his minister of internal affairs, who controls all police; Nikolai Bulganin, 58, Malenkov's minister of war; Nikita Khrushchev, 58, an important member of the party's central committee: Kliminti Voroshilov, 72, popular hero and Stalin's friend, now shelved in the meaningless job of president of the U.S.S.R., and Viacheslav Molotov, 63, who again has become the minister of foreign affairs.



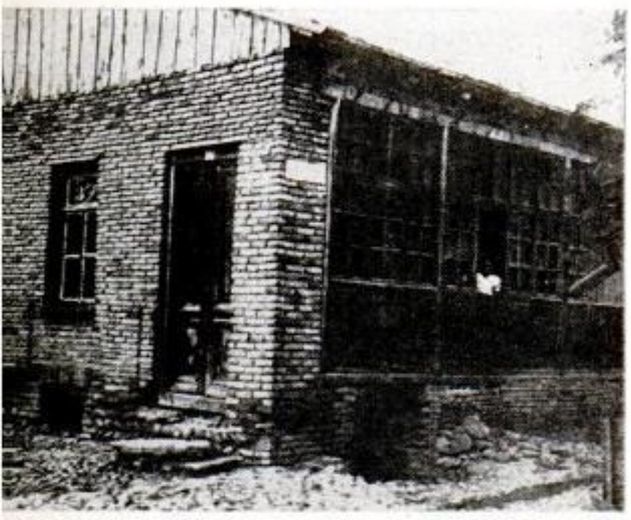
IN PARIS a huge swath of crepe festoons offices of Communist newspapers, *L'Humanité* and the now-defunct *Ce Soir*. Other than this there was little fuss.



IN MOSCOW long lines of mourners wait to pass by bier of Stalin who lies in the House of Trade Unions building. Some of them stood more than 12 hours.

CONTINUED ON NEXT PAGE

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STALIN'S BIRTHPLACE was this small wood and brick cottage in Gori. It had one big room and a kitchen. The bed was made of planks and had a straw mattress. In modern times, when the picture at the right was taken, the cottage was made a national monument enshrined in a pretentious marble building.

THE MAN MALENKOV FOLLOWS

In the cops-and-robber days when he was ducking the czar's police it was handy to have a tough-sounding alias like Stalin, which means "Steel." The boy who grew up to this alias was born Josef Vissarionovich Djugashvili in the village of Gori, in Georgia, in 1879. Because she had lost three children his mother had high ambitions for her fourth and sought to elevate his rank by training him for priesthood. But her "Soso" ("Little Joe"), after five years in a seminary, was ejected for reading liberal books and became a full-time professional revolutionary. At 21 he tasted blood in the riots in Tiflis. At 22 he was professionally instigating strikes in the Batum factories. In the name of the party he planned riots, wrote for clandestine party papers including *Pravda* and engineered bloody robberies of imperial couriers. He became inured to perpetual arrest, exile to Siberia and stubbornly managed repeated prison escapes. In 1905 he had met Lenin, leader of the Bolsheviks, and became a fanatical Lenin supporter. In 1917 when the Germans, at war with Russia, smuggled Lenin back to Petrograd where he demanded the overthrow of the provisional revolutionary government, Stalin became one of Lenin's executive strong-arm men. He dealt with the touchy questions so vigorously that he caused Lenin to remark, "We have here a wonderful Georgian," and he proved a ruthless and able military strategist against the anti-Bolshevik armies. In 1922 he was made party General Secretary, then a purely administrative job—at the time Stalin did not rank with leaders like Trotsky and Kamenev. But by building a party machine he transformed his secretaryship into a major office and, when Lenin died, he clinched his new position by personally arranging the funeral and making the eulogy himself.



HIS AMBITIOUS MOTHER



AT SCHOOL in Gori, Stalin (*third from left*, standing) posed for a class picture when he was about 14 and preparing for admission to the Theological Seminary at Tiflis, 38 miles away. At this school Stalin proved a bright enough student, though he was unusually argumentative and possessed of a violent temper.



POLICE PICTURE showed Stalin in 1912, a year in which he was elected to the Communist Central Committee. By this time, at 33, he had already been exiled to Siberia and escaped three times. A few months later he was exiled again and sent to spend the war in far-away Kureyka, walled by endless miles of plains.

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IN EXILE in Turukhansk area near the Arctic Circle, Stalin (*center*) spent four years. There was little to do but hunt. Trotsky later acidly wrote that most hunted with guns—but Stalin preferred traps.



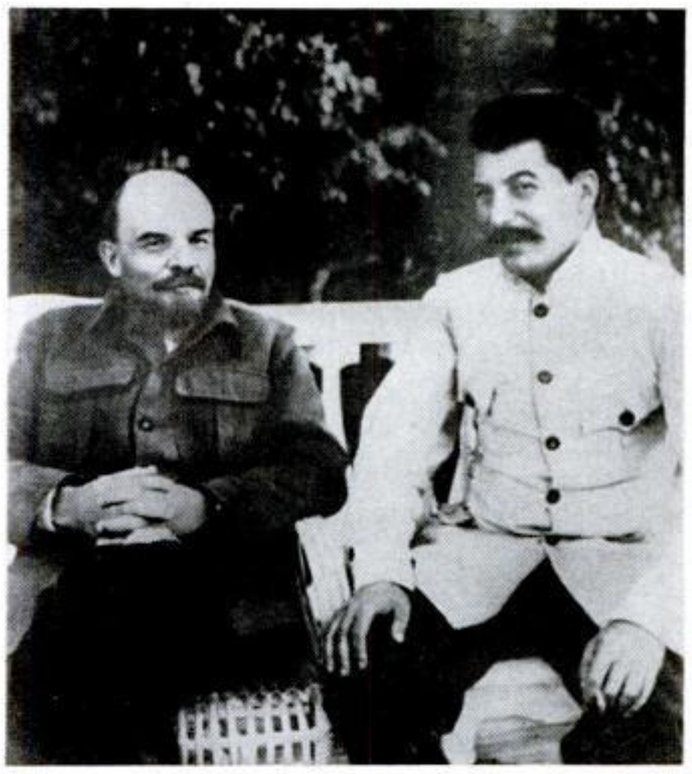
BOLSHEVIK COMMISSAR Stalin had first big chance in 1918 when he arbitrarily took over Red forces at Tsaritsyn, bloodily purged the command, defeated counterrevolutionaries besieging the city.



BOLSHEVIK BRASS about 1922 consisted of Leon Trotsky (*left*), Lenin and Leo Kamenev. At this time Stalin was still relatively obscure though he had just been appointed secretary of the party.



A FAILING LEADER, Lenin rests in his garden in 1923. He had already suffered his last stroke—the same illness that afflicted Stalin. A worldly intellectual, Lenin had begun to suspect his party secretary and wrote, "Comrade Stalin, having become General Secretary, has concentrated enormous power in his hands; I am not sure that he always knows how to use that power with sufficient caution."



TAKING OVER, Stalin chats with ailing Lenin. As the party secretary it was his duty to carry Lenin's words to the committee and he thus worked himself into position of Lenin's official spokesman.



AT LENIN'S FUNERAL Stalin, Kamenev, Michael Tomsky (all at *left*) and Molotov (*right*) were pallbearers. Trotsky missed funeral, later claimed Stalin had misinformed him about the funeral date.

CONTINUED ON NEXT PAGE

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LENIN'S COUNCIL of People's Commissars was pictured this way in a Russian publication the day before the leader died on Jan. 21, 1924. Stalin, who had not yet reached such public eminence but already was quietly building up his power as the party's General Secretary, later purged 13 (marked with crosses) of these men. The 26 commissars are: 1—Lenin, the president; 2—L. B. Kamenev, 3—A. I. Rykov, 4—A. D. Tsurupa, 5—V. Y. Chubar, 6—M. Orkhalashvily, all deputy presidents; 7—Leon Trotsky, war commissar; 8—L. B. Krasin, foreign trade; 9—F. E. Dzerzhinsky, communication; 10—G. V. Cicherin, foreign office; 11—V. V. Shmidt, labor; 12—V. V. Kuibychev, workers and peasants inspection; 13—G. Y. Sokolnikov, finance; 14—I. N. Smirnov, mail and telegraph; 15—P. A. Bogdanov, supreme economic council; 16—N. P. Bryukhanov, supply; 17—A. V. Lounacharsky, education; 18—D. I. Kursky, justice; 19—N. A. Semashko, health; 20—A. P. Smirnov, agriculture; 21—A. G. Beloborodov, interior; 22—M. O. Kalmanovich, supply; 23—A. M. Bakhutov, labor; 24—M. F. Vladimirov, finance; 25—V. G. Yakovenko, social welfare; 26—A. S. Kiselev, workers and peasants inspection.

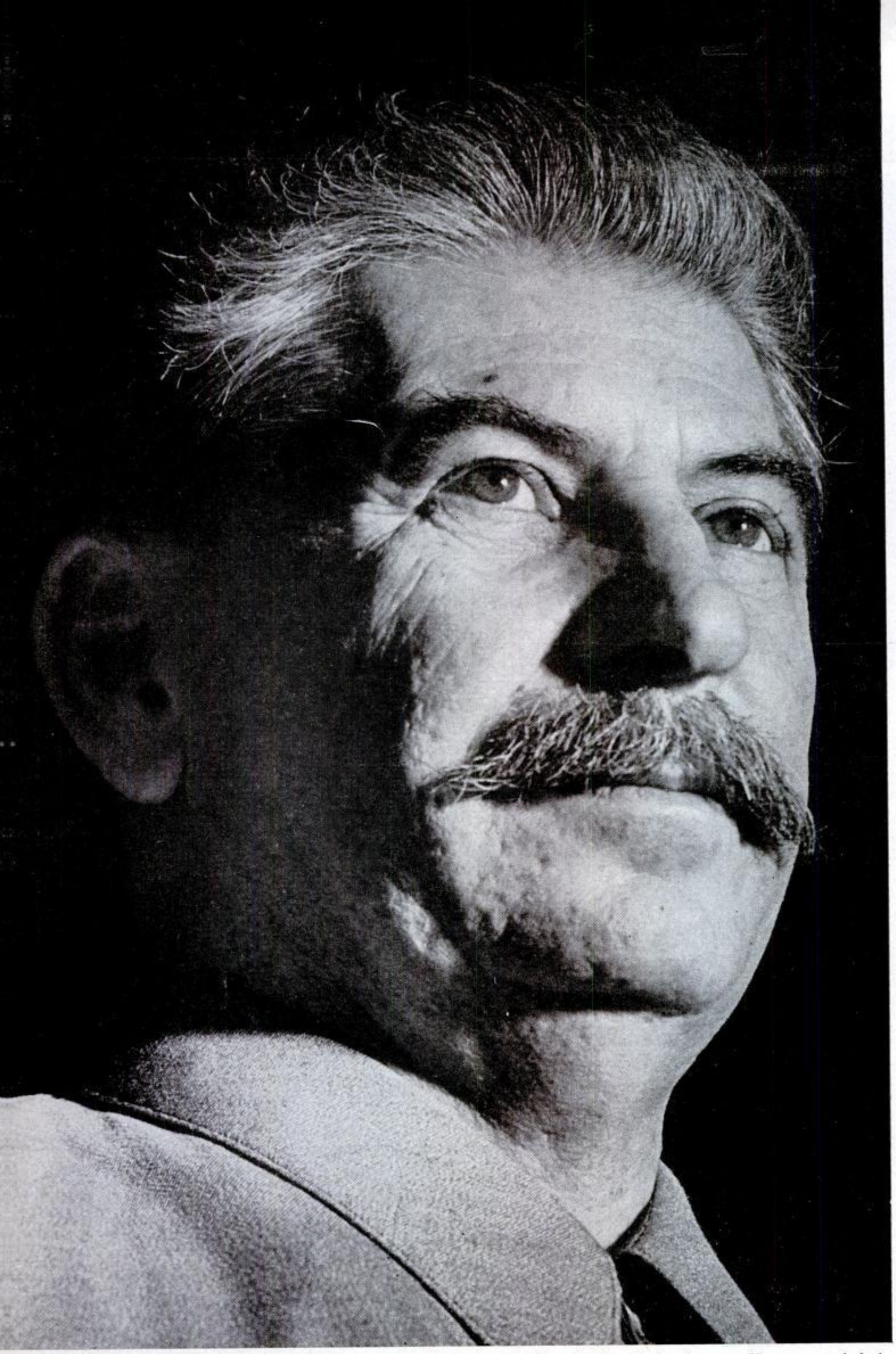
THE GRAND MASTER OF THE DOUBLECROSS

A talent for the monstrous doublecross, and the stomach for it, carried Stalin to power and sustained his regime. Lenin was scarcely embalmed before the Georgian unhorsed Trotsky by having the Communist party repudiate the harsh policies his rival favored. Then, in an about-face, he out-Trotskied Trotsky by callously purging dissenters. At the same time he was changing the face of Russia by collectivizing farms, while three million peasants starved, and changing over to an industrial economy.

At home the last vestiges of opposition were eliminated by liquidating legions of suspect Red leaders, including 20,000 army officers, in the framed purge trials of the late 1930s. After rallying international Reds in a popular front to fight "fascist totalitarianism," Stalin cynically undercut them by joining Hitler in the pact that made World War II possible. Betrayed in turn by the German, Stalin turned to the Allies, making promises at Tehran, Yalta and Potsdam which his regime honored mostly by violating them. Aging gracefully through it all, the master intriguer grew into an appearance of statesmanlike benevolence which, at last, a disillusioned world learned to evaluate in his own words, "Sincere diplomacy is no more possible than dry water or wooden iron."

HIS HARSHEST DOMESTIC DECREE WAS FARM COLLECTIVIZATION FORCING STATE-BOSSED FARMERS TO WORK WITH STATE-OWNED FIELDS AND MACHINES





AT PEAK OF HIS POWERS, both physical and political, Stalin was robust though graying and pock-marked early in the war. He commanded the Allies' friendship abroad, absolute loyalty at home.



MALENKOV'S RISE began in 1937 when he (*left, front*) appeared with Lenin's widow (*background*) and President Kalinin (*right, front*) at Presidium's welcome of Red army and navy delegation.



STALIN'S ALLIANCE with Hitler in the Nazi-Soviet Pact of 1939 was celebrated by a cordial handshake between Stalin and Ribbentrop. Day after ratification, Hitler's army marched into Poland.

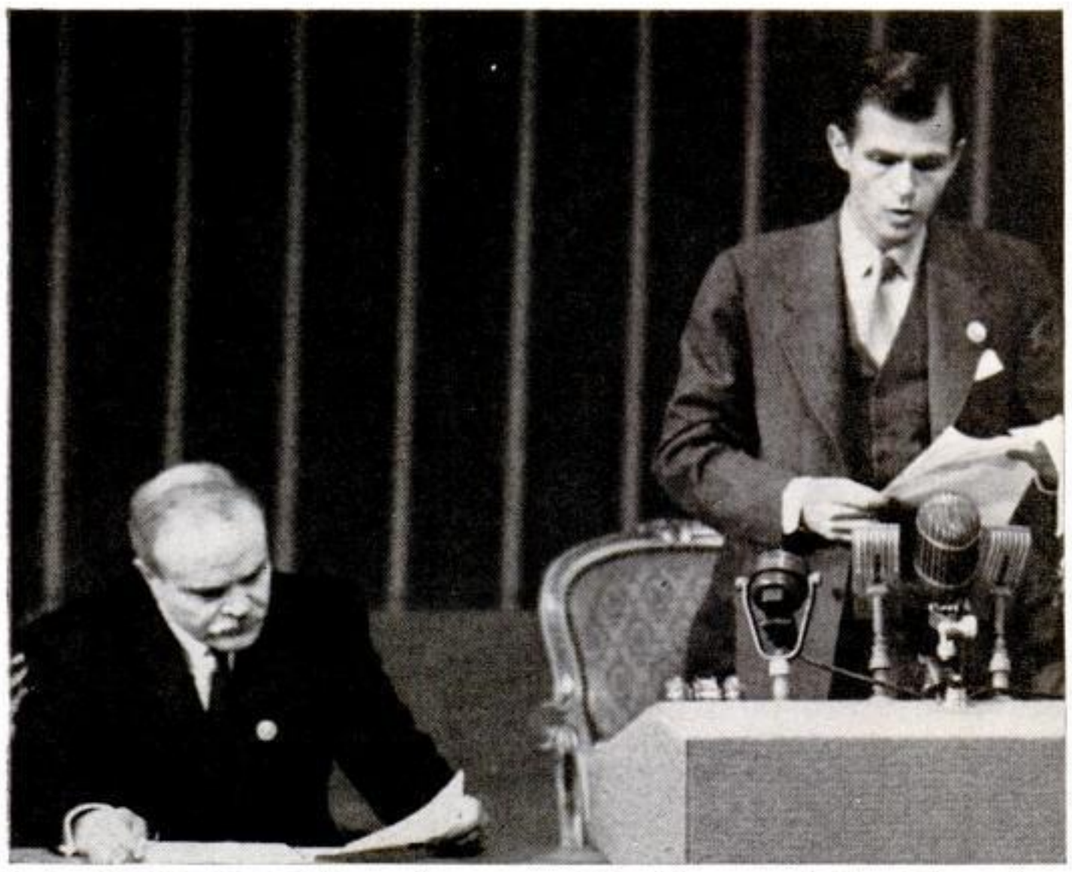
HIS REGIME'S HARDEST TRIAL WAS WAR IN WHICH HEROIC DEFENSE OF STALINGRAD (BELOW) BROUGHT A TURNING POINT AFTER HITLER'S NEAR VICTORY



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HIS CREED INFECTS THE WORLD, POISONING PEOPLE AND NATIONS



U.S. INFILTRATION was demonstrated by the case of Alger Hiss, whom Communism led to prison. Here, in 1945, still trusted and highly placed by his country, he is speaking at San Francisco, helping to shape the policies of the U.S. in the first U.N. Charter conference. Beside him sits Russia's Molotov.



CHINA'S ALLIANCE with Russia brought Mao Tse-tung to Moscow in 1949 after Russian arms helped Mao's armies overrun China. The occasion was Stalin's 70th birthday and at celebration Mao was significantly given the chair of honor at Stalin's right. Between them here stands present Minister of War Bulganin.



IN CZECHOSLOVAKIA Reds under Gottwald seized government from aged, ill President Beneš in 1948. Thousands of Communists filled streets to learn the names of the new government leaders.



IN FRANCE in 1950 Red mayor of St. Junien observed 30 years of Communist rule by renaming a street. Resenting this, minister of interior cut off mail deliveries until old sign was rehung under new.



IN JAPAN, Reds turned peaceful May Day labor rally last year into bloody riots designed to turn people against America. Ten thousand rioters battled police at gates of Hirohito's imperial palace.



IN CHINA the Communist land reform drive brought death by firing squad to these Kwangtung province Chinese landlords, one a woman, who were branded "despotic" by the Reds. None of these landlords owned more than three acres, but they were convicted of "exploiting masses" by Red-coached kangaroo court.



IN KOREA these American soldiers, all officers according to the Reds, fought under the U.N. banner to help repel the Communist invasion of South Korea. Captured after the Chinese Communists swarmed across the Yalu to join North Korean forces, they were marched off to Red prisons where they are still held.

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IN EAST GERMANY the official mourning begins. A few curious watchers look down upon Stalin's wreath-banked bronze statue from one of the apartment buildings which were supposed to be finished for his birthday celebration last December. The street is called Stalinallee (LIFE, Dec. 22), and the goose-stepping troops are members of the Volkspolizei (people's police). To them, as well as to the Russian fighting men went War Minister Nikolai Bulganin's funerary appeal, "Comrade soldiers, sergeants, officers, generals: let us rally our ranks still closer around the Communist Party Central Committee and the Soviet government."

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HAWAIIAN BLOOD FOR HAWAIIANS

On "a day for which the sons and daughters of Hawaii have long waited," the territory recently inaugurated its first governor with Hawaiian blood. Eisenhower's new appointee, Samuel Wilder King, descended directly from a chief's daughter named Mahi-kalani-hooulu-moku-i-kekai, took office at Iolani palace, with the U.S. and the territorial flags overhead. Meantime Hawaii moved closer to another longed-for day as a House committee approved a statehood bill.

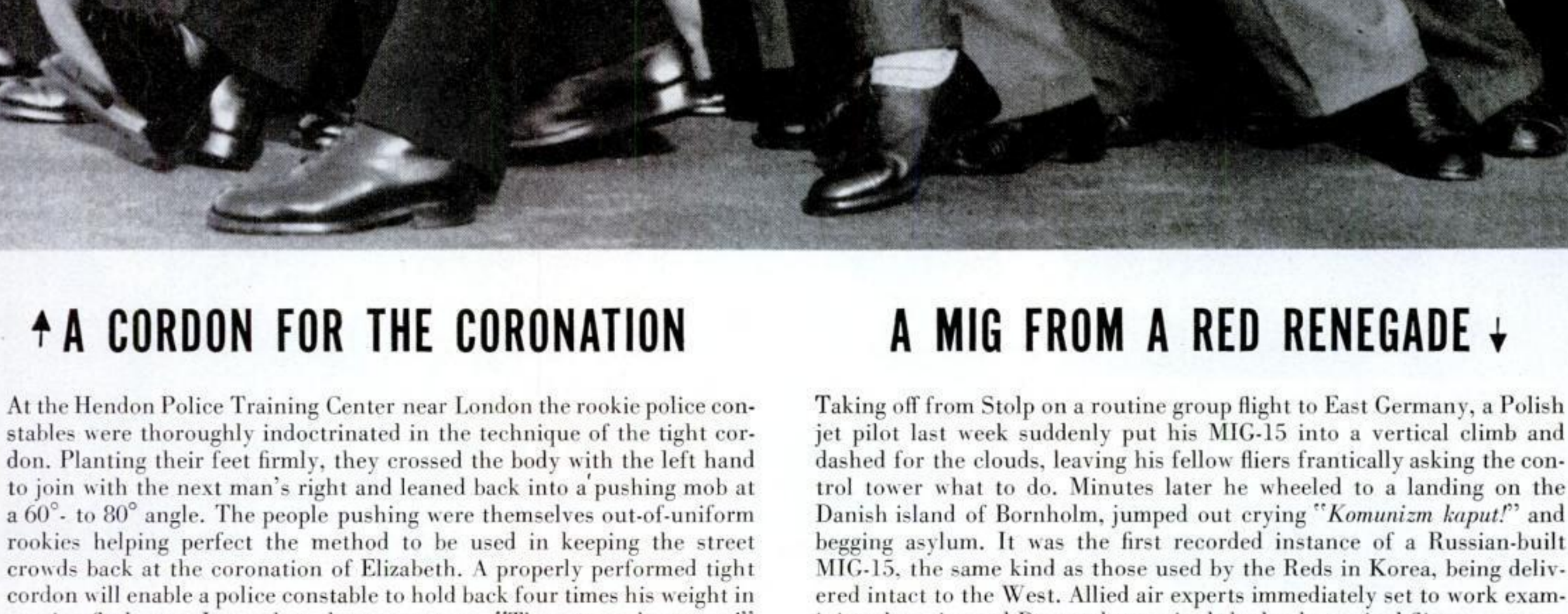
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↑A CORDON FOR THE CORONATION

At the Hendon Police Training Center near London the rookie police constables were thoroughly indoctrinated in the technique of the tight cordon. Planting their feet firmly, they crossed the body with the left hand to join with the next man's right and leaned back into a pushing mob at a 60°- to 80° angle. The people pushing were themselves out-of-uniform rookies helping perfect the method to be used in keeping the street crowds back at the coronation of Elizabeth. A properly performed tight cordon will enable a police constable to hold back four times his weight in surging flesh next June when the cry goes up, "There goes the queen!"

A MIG FROM A RED RENEGADE ↓

Taking off from Stolp on a routine group flight to East Germany, a Polish jet pilot last week suddenly put his MIG-15 into a vertical climb and dashed for the clouds, leaving his fellow fliers frantically asking the control tower what to do. Minutes later he wheeled to a landing on the Danish island of Bornholm, jumped out crying "*Komunizm kaput!*" and begging asylum. It was the first recorded instance of a Russian-built MIG-15, the same kind as those used by the Reds in Korea, being delivered intact to the West. Allied air experts immediately set to work examining the prize and Denmark promised the leather-suited flier sanctuary.



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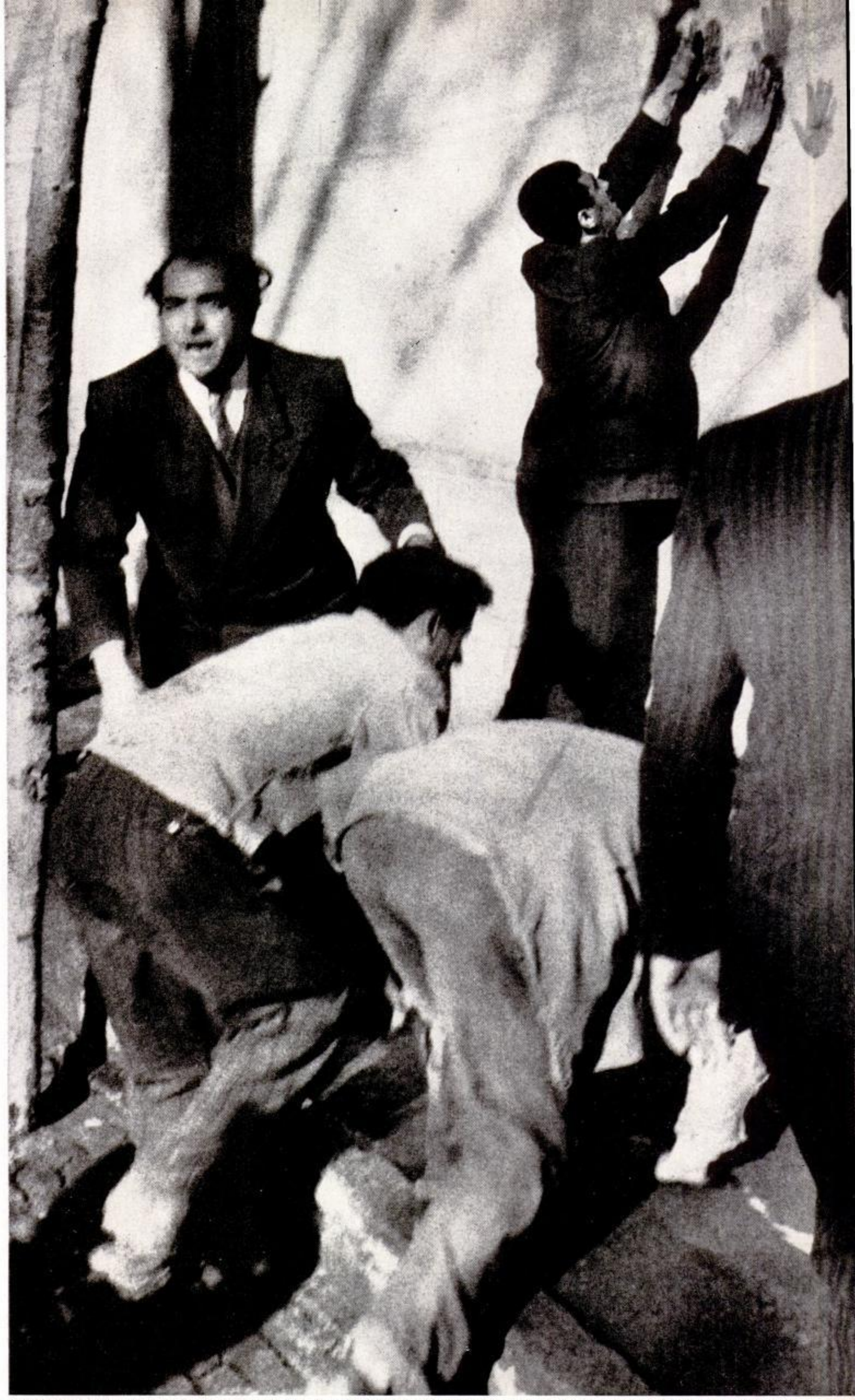
BITTER ENEMIES are Mossadegh (*left*) and Mullah Kashani, Moslem leader who turned against Mossadegh two months ago in struggle for power.



GATE CRASHERS, led by ousted pro-shah officers, attempt to storm Premier Mossadegh's home. A moment later Mossy's guards started shooting.



IRAN'S SHAH, Mohammed Reza Pahlevi, in response to crowd's appeal, announces from palace grounds in Tehran his decision not to leave country.



TWO PRO-SHAH RIOTERS DIP HANDS IN BLOOD OF SLAIN COLLEAGUE AS THIRD LEAVES HIS PRINTS ON

CONFUSION BRINGS CONFLICT,

In the continuing confusing crisis of Iran last week's pushing and shoving almost managed to reach a climax. Weepy old Premier Mossadegh, who for nearly two years has survived one controversy after another, had managed to talk the young shah into leaving the country. The ostensible reason was health; the real reason was that the shah stood in the way of Mossadegh's complete power. But Mossadegh's one-time collaborator, Mullah Kashani, set his followers to work raising a protest against the shah's trip. Promptly the shah announced he would stay, and, in Tehran, Kashani's mob went hotly in pursuit of the premier.

While the crowds beat on his gates, Mossadegh retreated to U.S. Point Four headquarters next door, moved to the Majlis (parliament) building, fired his army chief of staff, and then rallied his followers to the street battle. The next day the outlawed Communist

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MOSSADEGH'S WALL AS A MARK OF PROTEST

BLOOD TO IRAN

Tudeh party, trying as usual to capitalize on trouble, jumped into the fight on the side of Mossadegh's supporters. Instead Mossadegh's police and army turned on the Reds.

In the swirl everybody was slugging everybody else, but at week's end, though Mossadegh seemed in worse political shape than before, he was still in office, the shah was still around and the real climax of the country's long agony still lay in the uncertain future.



PORTRAIT IS CARRIED through Tehran streets by pro-Mossadegh mob which rallied five hours after the start of the rioting to launch a counteroffensive.



PORTRAIT IS DESTROYED by Mossadegh's bayonet-wielding troops who snatched it from Reds to prevent them from carrying it as their banner.



SHAH'S SUPPORTERS, screaming "Death or our shah!" rush toward Majlis Square, site of the national parliament, to join battle again, this time with the Red Tudeh mob as well as pro-Mossadegh forces. Later the demonstrators tried unsuccessfully to take over the government-operated radio station.



CORNERED COMMUNIST (behind helmeted soldier), separated from fellow rioters, gets worked over by a cop against an iron-shuttered store front.



BLOODIED RED, beaten up by police in second day of rioting which saw the peak of anti-American outburst, bewails fate to unsympathetic passersby.

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THE ANGLO-AMERICAN JOB

IT IS 'TO ARRIVE IN THE END AT A FREE AND OPEN ECONOMY IN THE WORLD'—WALTER LIPPMANN

On the day Stalin's mortal stroke became known, Foreign Secretary Eden and Chancellor Butler of Great Britain arrived in Washington for exploratory talks on the economic problems of the free world. The news from Moscow temporarily eclipsed these talks. But their object, and the great economic decisions—or indecisions—to which they must lead, are of even greater importance to the fate of freedom.

The reasons for this were best expounded by Walter Lippmann the day before Eden's arrival. His column called "The Necessary Conclusion" [copyright, 1953, by the New York Herald Tribune Inc. All rights reserved] makes so clear the nature and urgency of the Anglo-American problem that we reprint it here:

The talks with Mr. Eden and Mr. Butler must lead to an agreement that the Atlantic nations are one financial and trading community, not to be split apart into separate systems. Whatever the problems raised by specific measures, a fundamental agreement to unite, not to permit a fission and a breakup, is not really debatable.

For if no such fundamental agreement between the present British government and the Eisenhower administration is reached and announced, the forces of fission and disintegration which are now in check will be released and will become stronger on both sides of the Atlantic. At some point they may well become irresistible.

●

This first public encounter between the two governments is not one more in the long series of post-war meetings to deal with the reconstruction of the broken economy of the Western World. It is the opening of a new chapter. For the first time in a long generation the two English-speaking nations, who are the financial and economic leaders of the non-Communist world, are both of them governed by men who believe that markets, subject to law and well policed, are better regulators of economic activity than the separate national governments, legislating under the impact of pressure groups and intervening by administrative decrees.

For the first time in two decades the two governments are in the hands of men who profess the same philosophy. From 1933 until the outbreak of the war, there was the New Deal on this side of the Atlantic with its strong, though far from consistent, inclination to a planned national economy. In war, of course, no economy can be free; every economy is planned and regulated in war-time. After the war there was the Labor government in Britain which, like any government committed to a planned economy, was nationalistic and isolationist in its foreign economic relations.

Thus London and Washington have never been in step, except during the war years, for a generation. Now, once again, they could be. Theoretically they ought to be. According to what they say, they should be. The question is whether they have the moral energy and the political resourcefulness to exercise their authority and to exert their leadership.

●

A failure to do this would have enormous and sinister consequences.

It is not possible, and it is not now necessary, that they should emerge from their meetings with pacts and contracts covering all the many things that need to be done. For these many things involve not only the two governments but indeed many other governments all over the world. The things that have to be dealt with comprise fiscal and credit policy, export and import policy, exchange rates and the international money market. What matters most is not the final prediction at this stage of the ultimate conclusion in all these matters, but the certain affirmation of their intention to arrive in the end at a free and open economy in the world.

A failure to do that will be taken to mean that it is impossible to restore a free and open economy. It will be said, not without reason, that since the two governments, Churchill's and Eisenhower's, both intellectually and emotionally committed to it, are unable to work together, an international free economy is no longer a practical aim. This will be the green light to all who for one reason or another would prefer more or less tightly closed national economies, at most local and regional economies.

Those who prefer this will be all the varieties of collectivists, social democrats, national socialists, national communists of the Tito variety, fascist corporativists, national isolationists and imperial isolationists. What they all have in common is the notion that they must or that they can regulate economic affairs by decree and command better than they can be regulated by exchanges in the market. Where they differ is whether they or the other fellow shall have the power to write the decrees and to issue the commands. This is the difference that lies at the root of the struggles for power which are wearing away the very foundations of our civilization.

●

On this difference, on this struggle for power in every country and among the countries is founded—as Stalin made it clear at the October Congress of this party—the present policy and the strategy of the Soviet Union. The Stalinist theory of today is that without war and without conceding or negotiating anything, he will win because the Western World is irremediably divided and cannot unite.

STALIN'S LAST WORDS

Stalin's last major public statement was made in the role in which Communists are likely to miss him most: pontiff of Marxism, supreme expositor of the dogma. It was addressed to the faithful at their 19th Party Congress last October. Wrote Stalin:

"The disintegration of the single, all-embracing world market must be regarded as the most important economic sequel of the Second World War. . . . It has had the effect of further deepening the general crisis of the world capitalist system.

". . . the sphere of exploitation of the world's resources by the major capitalist countries (U.S.A., Britain, France) will not expand, but contract. . . .

". . . Britain, and after her, capitalist France, will be compelled in the end to break from the embrace of the U.S.A. and enter into conflict with it in order to secure an independent position. . . .

". . . Germany (Western) and Japan . . . now languishing under the jackboot of American imperialism . . . will try to smash the U.S. 'regime' and force their way to independent development. . . .

"The inevitability of wars between capitalist countries remains in force."

Such is Stalin's last picture of the future, which all good Communists, acting in harness with omnipotent "history," will try to bring to pass. They have one real ally. This is the free world's apathy and reluctance to transcend its own economic frictions—or, in Marxist language, "internal contradictions"—even when it recognizes the danger in them. Of this apathy and reluctance, the most scandalous single instance is the way the policies of the two countries ever since V-E Day, have been allowed to drift apart.

A common Anglo-American policy in world trade and finance is essential if the free world is to have any prospects of economic expansion and self-betterment. We hope that the groundwork for such a policy was laid during the visit of Messrs. Eden and Butler to Washington (*see next column*). The effort there begun must lead to a new free world market to repair the "disintegration" of the old. There is no fitter way in which the two leading powers of the free world could mark the death of the 20th Century's most Satanic figure.

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THE AMERICAN ROAD—XVI

The street was never the same again

When the noise came, your Aunt Ella was always out back somewhere—and you were the one they screamed at every time to go find Aunt Ella. She wanted to see it with her own eyes.

So did you. The noise itself was strange and new and exciting—the little explosions pop-pop-popping regularly, the whirring grind and the sudden clanks.

And then around the corner Henry Ford drove into your life, sweeping majestically by in the "contraption." There was no real name for it —Henry Ford himself called it a motor-wagon.

This was a fine high moment. Everything froze in the glorious instant of surprise and shock. Then the horses skittered, the dogs began to yipe, and you and your friends chased madly along the street, shrieking the latest slang: "Get a horse!"

Then the motor-wagon chugged out of sight. The carpenter picked up his hammer again, the horses settled back in the shafts, and life went on.

In the chuckling crowd that drifted off, shaking heads and gossiping, there were very few who realized that they had seen something important. No one knew that the street would never be the same again—that American life itself was being changed. And certainly no one dreamed that this one little type of motor-wagon alone would have more than 36,000,000 descendants.

No one but Henry Ford—and he was a hard-selling salesman simply because he *was* a man with a dream. He dreamed of transportation for the masses—a light, strong car made swiftly in such great quantities that everyone could own one.

He plugged away at the dream for seven years—and then on June 16, 1903, he organized the present Ford Motor Company.

That date is one of the prime milestones of the American Road, the way of life that has made this nation great. The American Road stands for the 3,322,000 miles of highways that network the nation today to serve the automobile, but it also stands for something far greater—the supreme essentiality of the automobile to modern living.

The automobile began as simply a way for people to move about more swiftly and more comfortably. But now the auto has come to mean more—it is the base of our national mobility, the mobility that serves us in peacetime and defends us in wartime.

As Americans we break new ground every day and so we will forever. Always we hold before us the belief that the best is yet to be. And to that stubborn and realistic dream of life the Ford Motor Company dedicates itself in this year of its Fiftieth Anniversary.



Fifty Years Forward on The American Road

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LIFE ON THE NEWSFRONTS OF THE WORLD

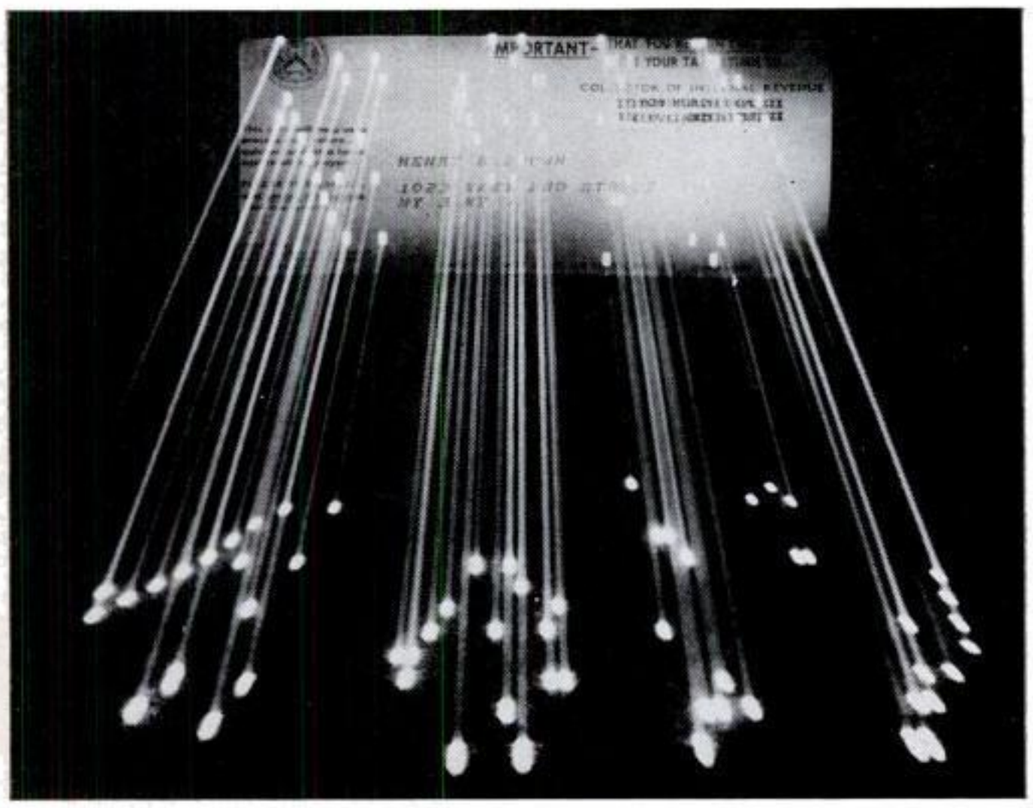
Angry 'Voice' witness bites back at McCarthy and the Queen of England gets royally ignored



WITNESS HARRIS

In Senator Joseph McCarthy's subcommittee investigating the *Voice of America*, the witnesses came and went all week, making and countering charges of Communist influence and misguided policy. The most bristling witness was Reed Harris, of the State Department's International Information Administration, who accused McCarthy of unfair "aspersions" and "innuendos" and of "trying to wring my public neck." Engineer Raymond Kaplan was not a witness at all, but he threw himself in front of a truck in Cambridge, Mass., explaining in a note to his wife that he could not face the prospect of being blamed for engineering decisions of the *Voice of America*. He had done nothing that was not "in the best interest of the country," Kaplan wrote, "but once the dogs are set on you, everything you have done since the beginning of time is suspect."

A woman in Brooklyn gave birth to two sons within 16 hours, but they were not twins. In a physiological marvel at least as rare as quadruplets, Mrs. Eugene Kupferstein conceived in two separate wombs and was delivered of two small but perfectly healthy boys. Only a few women have double wombs and even in these rare cases it is almost unheard of for embryos to form in both at the same time. But while doctors were marveling over Mrs. Kupferstein, exactly the same feat was performed by Mrs. Henry Peterson of Seekonk, Mass.



U.S. citizens who sat down this week to figure out the nation's biggest income tax payment in history, estimated at $33 billion, wondered what was the purpose of the many little notches in the cards some of them filed with their returns. This picture gives the answer. As is seen when a light is placed behind the card, the notches form four groups which enable machines to pick out the taxpayer's file at once. From left to right the light groups show part of the Social Security number, the taxpayer's address, his name and the other part of his Social Security number. There is no notch to show how much tax should be paid.

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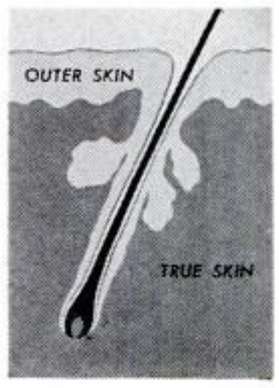
MRS. EDWIN BORDEN WHITE, JR., of Washington, D.C., active member of society in the capital, wears her gossamer-fine blonde hair long . . . has it arranged in deceptively natural style by the inspired Jeanpierre in New York.

JEANPIERRE OF PARIS

society hair stylist at the Savoy Plaza, uses "babying" Conti shampoo for divinely soft Hair-dos—



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IMPORTED. From renowned olive presses of sunny Mediterranean shores comes the pure olive oil used in Conti shampoo. A natural oil for your hair's natural loveliness.

QUICK. EASY ON HAIR. Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Speedy. Tender. Good to hair. Wash hair as often as you like with "babying" Conti shampoo. Economical. Only 49 cents, regular size. 89 cents family size.



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John Carter Vincent, the much-investigated State Department official of whose loyalty the Loyalty Review Board found "reasonable doubt" (LIFE, Dec. 29), was forced to resign by Secretary of State John Foster Dulles. Bolstering Vincent's reputation by overruling the board, Dulles said Vincent was loyal enough but that his reporting and policy advice during the crucial 1941–47 period in China had failed "to meet the standard" required by the State Department.



Her Majesty Queen Elizabeth got some very unroyal treatment last week. In Londonderry, Ireland eight Irish nationalists accepted the invitation to a luncheon for Lord Wakehurst, the new governor of Northern Ireland, but sat stolidly through the meal, not even touching their food. And when everyone else stood to drink a toast to Queen Elizabeth, the eight insurgents sat their ground (above). *When the Queen herself attended a benefit concert for British and Netherlands flood relief, she had to take off her white fur coat all by herself* (below) *although the Dutch Ambassador Dirk Stikker was seated on one side of her and her husband the Duke of Edinburgh on the other.*



'Enslavement' resolution fizzles

President Eisenhower asked Congress to denounce Russia for enslaving free peoples in violation of agreements made at Yalta and Potsdam. But when the resolution came before the Senate Foreign Relations Committee, it provoked the unusual spectacle of Democrats siding with the President and Secretary of State to try to block a Republican amendment. The amendment stated that Congress was not passing on the "validity or invalidity" of the Yalta and Potsdam agreements. Democrats pointed out that if the agreements weren't valid, Russia would have a fine excuse for violating them, but the amendment was passed. With Stalin's death furnishing an excuse for delay, leaders temporarily shelved the resolution before it could reach the floor, Sen. Robert Taft explaining that it "just isn't worth a partisan fight."

Alfried Krupp, the German munitions king once imprisoned for his war crimes, was able to recover some of his holdings when he signed an agreement with the Allies to sell all his potential war-making properties in coal, iron and steel. After unloading this great industrial monopoly, Krupp will then get back his other confiscated properties—machinery, shipping, factories—estimated as high as $300 million.

CONTINUED ON PAGE 42

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"You've never tasted finer coffee! Never!"



"I'm talking about A&P Coffee, of course.
Why, just the tantalizing smell of that heavenly coffee brewing promises you *real* coffee enjoyment.
And you get it! Your first sip is a revelation. I *know!*
You see, I'd been 'stretching' expensive coffees so long . . . or making do with 'quickies' . . . that I'd forgotten the fragrance of honest-to-goodness coffee brewing . . . and the deep-down, satisfying flavor of full-strength, fresh coffee in my cup.
But I'm not robbing myself any longer.
Superb, thrifty A&P Coffee has changed my coffee-drinking habits . . . for *good!*"



You get coffee the way you want it! A&P Coffee gives you a choice of *three* magnificent blends . . . mild, medium, strong . . . not just one take-it-or-leave-it blend. You will find one that suits *your* taste exactly!



You get finer, fresher flavor! Because A&P Coffee is kept in the roaster-fresh bean until you buy . . . *then* Custom Ground just right for *your* coffeemaker . . . you get finer, fresher flavor in your cup!



You save money, too! Penny for penny, pound for pound, you can't buy finer coffee. Yet, compared with other coffees of similar quality, *superb A&P Coffee saves you up to 12¢ a pound!*

A&P



Mild *Medium* *Strong*

A&P Coffee

The coffee of magnificent flavor

Of the millions who buy coffee at A&P

9 out of 10 like A&P Coffee BEST!

91.4% of all regular coffee sold by A&P is A&P Coffee

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VIGORO . . . so gentle, yet so complete it can make grass grow and thrive *even in plain sand!*

● Your lawn wakes up from its winter sleep much earlier than you may think! So feed Vigoro now. It does not require a "warm" soil . . . starts to feed your turf just as soon as growth begins.

Vigoro helps grass get both an early and more vigorous start—develops deep foraging roots. And so, your soil becomes a better storehouse for plant nutrients and moisture. Your lawn stays green and lovely with less watering.

Get Vigoro from your dealer today. Apply it now, even before frost is out of the ground, at the rate of 3 lbs. per 100 sq. ft.

The VIGORO Family of Gardening Aids!



VIGORO
Instant Vigoro
End-o-Pest • End-o-Weed
End-o-Weed Crab Grass Killer
End-o-Pest ARC
(Ant, Roach, Chigger Killer)

**Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.*

Winston Churchill flatly turned down on principle Hungary's offer to trade a British businessman imprisoned as a spy in Hungary for a Chinese guerrilla girl who faces a death sentence in Malaya (LIFE, March 9). "There can be no question," Churchill told the House of Commons, "of bartering a human life or deflecting the course of justice."

End of the 'Boilermaker'



JIM JEFFRIES

In 1902 when the former Heavyweight Champion Bob Fitzsimmons had to face a 220-pound giant, he made a famous but inaccurate prediction: "The bigger they come, the harder they fall." It was Fitzsimmons who fell, knocked out by what he afterward described as a superhuman blow from the massive hand of Jim Jeffries. Jeffries, "the Boilermaker" was the champion for six years, and, in spite of the fact that he lacked the killer instinct of Dempsey, many thought him the greatest heavyweight in history. When he retired in 1905 he had never lost a fight or been knocked off his feet. But in 1910 he was brought back as the "white hope" against the Negro champion Jack Johnson. This time Jeffries was older and bigger—285 pounds. This time he fell hard, knocked down and out for the first and only time. Until he died last week at 77, the Boilermaker was remembered best for the one fight he lost.

When Polish laborer Zdyslaw Wysocki was hauled into court at Coventry, England for drunkenness, he was fined 20 shillings. When he served as interpreter for a fellow countryman next up in court on the same charge, the court paid him 21 shillings for his services.

More hassle over chlorophyll

Last week there was another entry in the controversial chlorophyll sweepstakes as the *British Medical Journal* sounded off. Dr. John Brocklehurst of the University of Glasgow tested chlorophyll preparations on foul gases, sliced onions, garlic and other strong odors. From the tests he reported that plain water absorbed as much gas odor as chlorophyll did. When chlorophyll was allowed to vaporize in a jar with strong smells, the smells persisted for five months. When it was used with onions, the smell became "so offensive that the experiment then had to be abandoned." "It is evident," the *British Medical Journal* concluded, "that the wave of credulity which has swept the United States has not overwhelmed everyone and it is to be hoped that it will not overwhelm too many in Britain."

Back from Korea, General James Van Fleet testified before the Senate Armed Services Committee that "there has been a serious shortage of ammunition ever since I have been in Korea." In a letter to a committee member, Defense Secretary Charles Wilson answered, "There is sufficient ammunition available . . . to counter any enemy attack," and promised a full, prompt report.



EXPLOSIVE POISON RADIATION CORROSION

A grim little touch was given to the picture of world trade in the form of cargo symbols thought up by the International Labor Organization. If approved by the various countries, labels with skulls, bomb bursts and partially destroyed hands would be pasted on dangerous cargoes so that the world's laborers could instantly recognize them as explosives, poisons, radiating materials and corrosive agents.

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Your own eyes tell...

TURN ON ANY OTHER TV SET IN THE STORE...THEN TURN ON A CROSLEY. THIS SIMPLE SIDE-BY-SIDE TEST WILL CONVINCE YOU—

You can see it BETTER on a CROSLEY

ALL-CHANNEL RECEPTION WITH UHF BUILT RIGHT IN NOW! *(This feature is optional.)*



The Executive, 21-inch Crosley, $349.95. Yours for as low as $3.55 a week. Special center dial for all 70 UHF channels.

17" TABLE MODELS FROM $199.95*
**Suggested list price*
ALL CROSLEY CABINETS RICH WOOD—NOT METAL, NOT PLASTIC

CROSLEY PRICES INCLUDE FEDERAL TAX AND FULL-YEAR WARRANTY ON CHASSIS PARTS AND PICTURE TUBE.

In Canada—Manufactured and sold by Crosley Radio and Television Ltd., Toronto, Canada

10 REASONS WHY YOU CAN SEE IT BETTER ON A CROSLEY TV

- **Sharp, clear image.** No disturbing patterns.
- **Always in focus,** right to edges of the screen.
- **Interference** virtually eliminated. No fade.
- **Greater picture-pulling power.** Distant stations come in clearer. Ideal for fringe areas.
- **All channels.** Built-in UHF optional.
- **Full-room viewing.** See it all from any viewing angle.
- **Year's warranty covers ALL chassis parts**—not just picture tube.
- **Reduced service calls.** Auxiliary controls in easy reach for minor adjustments.
- **No-glare picture window** is slanted to reflect room lights to floor.
- **Factory- and field-tested.** All Crosleys are adjusted to Crosley's test transmitter, which provides a superior picture.

—all backed by Crosley's 30 years' experience in electronics

Division AVCO Cincinnati 25, Ohio

FACTORY AUTHORIZED CROSLEY SERVICE — FOR FAST, DEPENDABLE SERVICE —LOOK FOR THE CROSLEY OVAL



THE SENATOR—21-inch Crosley Table Television. With UHF built right in. Rich wood cabinet available in blond or mahogany finish. You can own this Crosley for as low as $3.04 a week.

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FROM PRAIRIE TO PENTHOUSE—*from the great, wide-open spaces to the big bustling cities —all over this fair land the call is for Old Sunny Brook, world's largest-selling Kentucky Whiskey.*

(PHOTO—ALAMO COUNTRY NEAR SAN ANTONIO, TEXAS)

Wherever fine whiskey is enjoyed—

EVERYWHERE UNDER THE SUN *"cheerful" vacationists are turning more and more to the whiskey that's "cheerful as its name."*

(PHOTO—MIAMI BEACH, FLORIDA)

SAN FRANCISCO, *Dallas, Chicago, Miami —name any smart metropolis and you'll find Old Sunny Brook has won the town!*

(PHOTO—VIEW OF SAN FRANCISCO FROM TOP O' THE MARK)

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the call is for

OLD Sunny Brook BRAND

"Cheerful as its Name"

WORLD'S LARGEST SELLING KENTUCKY WHISKEY



You may prefer to drink a blend—or you may choose a straight—but whichever whiskey you favor, you'll like Old Sunny Brook. Ask the tall, tan Texan, or the smart cosmopolite from San Francisco—ask them in Florida, Chicago—*everywhere!* They'll tell you that when you ask for Old Sunny Brook *(either the Kentucky Blend or the Kentucky Straight Bourbon)* you'll get a *great* whiskey—delicious, delectable and "cheerful as its name" since 1891!

BOTH 86 PROOF • OLD SUNNY BROOK BRAND KENTUCKY BLENDED WHISKEY CONTAINS 65% GRAIN NEUTRAL SPIRITS • THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KENTUCKY

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NOTHING QUICKER!



Hunt's Heavenly Peaches served chilled. Ah, what a treat for a hungry man! Keep a can of deliciousness in *your* refrigerator—for dessert in a wink.



Nothing Slicker!

This is *Heavenly* Ice Cream Topping. A come-on-and-taste-me dessert! And you get your Hunt's Heavenly Peaches at down-to-earth prices. To make this topping, see recipe below the picture.

Heavenly Ice Cream Topping

4 Heavenly Peach Halves	*¾ cup peach syrup*
2 tbsp. granulated sugar	*¼ cup water*
2 tsp. cornstarch	*1 tsp. lemon juice*
2 tbsp. raspberry or strawberry jam, or currant jelly.	

Mash peach halves with a fork. Mix sugar and cornstarch. Gradually add peach syrup, water and mashed peaches. Blend well. Stir constantly over medium heat until mixture comes to a boil. Lower heat and simmer 5 minutes longer. Stir in lemon juice and jam or jelly. Cool. Makes enough topping for 4 to 5 servings.

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

Hunt's Heavenly Peaches at down-to-earth-prices!



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THOUGHTFUL "HUASO," a cowboy dressed in the traditional garb of his country, looks on at a horse show held in honor of Perón and his party near Valparaiso.

THE CHILEANS SIZE UP JUAN PERON



SMILING PRESIDENTS, Perón (*left*) and Ibáñez, exchange greetings at Chile's National Palace.

A DICTATOR GETS A POLITE BRUSHOFF FROM HIS NEIGHBORS

The long land of Chile is the key to Juan Perón's dream of South American domination. Last month the Argentine dictator paid a state visit to his old friend, President Carlos Ibáñez of Chile, to propose an economic and political alliance of their countries. To prepare the way for his trip, Perón sent some 50 secret agents and his own cheering section across the Andes. In speeches to Chileans he opened his arms and wept as he said: "I offer you a loving embrace of the Argentine people. . . ."

But the Chileans remembered something Perón said in Buenos Aires: "Union must be complete." This irked many Chileans. Like the cowboy (*above*) they listened skeptically to Perón's professions of affection. There were no anti-Perón demonstrations, perhaps because public demonstrations in South America are often Communist inspired, and South America's Reds rejoice in Perón's anti-Americanism.

In the end Perón and Ibáñez signed merely an agreement to discuss an eventual customs union between their countries—nothing more. Perón immediately ordered tax-free exports of Argentine beef to Chile—to make friends in a land where meat is scarce and food prices sky high. The Chileans were grateful for the food, but were far from sold on *Peronismo*. After the Perón party had departed, one of his Chilean bodyguards sighed happily, "*Viva* Chile!"

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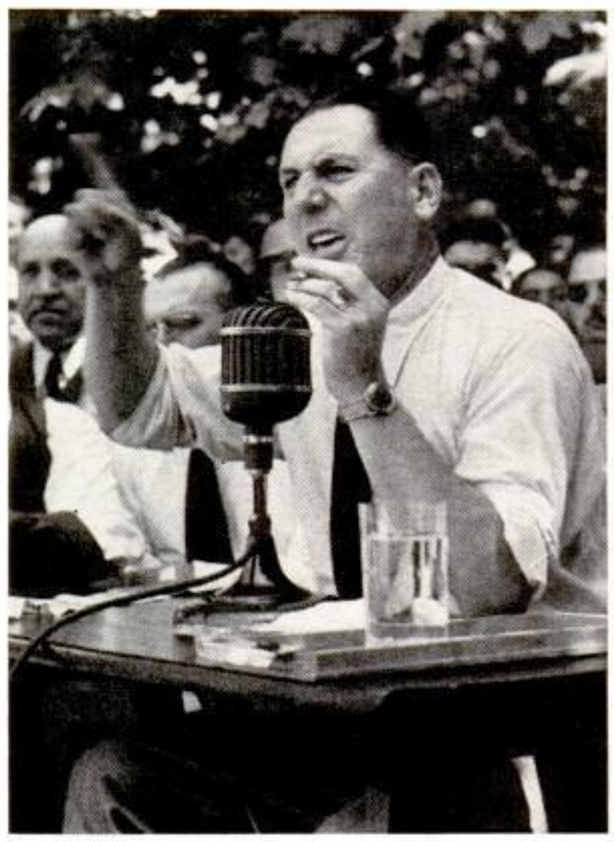
"Soaping" dulls hair— HALO glorifies it!



Yes, "soaping" your hair with even finest liquid or cream shampoos hides its natural lustre with dulling soap film.

Halo—made with a special ingredient—contains no soap or sticky oils to dull your hair. Halo reveals shimmering highlights . . . leaves your hair soft, fragrant, marvelously manageable! No special rinses needed. Scientific tests prove Halo *does not dry . . . does not irritate!*

Halo glorifies your hair with your very first shampoo!



EARNEST TALKER Perón in Argentine embassy garden tells Chileans of *Peronismo.*



LABOR AUDIENCE applauds as Perón explains how he took over foreign properties.



CROWDED PLAZA, with cleared center, awaited chiefs (*foreground*) at Valparaiso. →





TWO WOMEN were seen everywhere in Chile with Perón. One was his late wife Evita, whose portrait was displayed (*left*) on posters even larger

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than those for Perón. The other woman was María Weiss, shown smiling at Perón at right, a young Buenos Aires widow rumored to be Eva's successor.

CONTINUED ON NEXT PAGE

Lemonade's so easy now-
JUST OPEN A CAN-ADD WATER-WOW!

IT'S OUR FAMILY'S YEAR 'ROUND PITCHER OF HEALTH





YOUR CHOICE OF MANY BRANDS BOTH FRESH-FROZEN AND CANNED

Enjoy delicious lemonade every day. Mix it in seconds with fresh-frozen Concentrate for Lemonade

You can now make wonderful lemonade in seconds with fresh-frozen Concentrate for Lemonade from California. Just add water and ice to the contents of one can, and get a full quart at a cost of less than 4¢ per 6-oz. glass. *What other beverage tastes so good . . . is so good for kids . . . yet costs so little?*

Solve your family thirst problem by keeping a pitcher of this easy-to-make lemonade in your refrigerator at all times. This *pitcher of health* supplies real fruit juice refreshment and essential Vitamin C. Lemonade is the beverage with the leverage! *How youngsters enjoy it!*

Concentrate for lemonade is also convenient in tea, punches, mixed drinks and desserts. Look for it at your grocer's. You have your choice of many brands—canned as well as fresh-frozen.

LEMON "AIDS" for busy homemakers by Martha Williams

ONCE YOU'VE DISCOVERED ready-squeezed pure California Lemon Juice, you'll wonder how you ever cooked or entertained without it. Here is Pure California Lemon Juice ready for instant use. No squeezing, no fuss, no bother. Use it when any food or beverage recipe calls for lemon juice. Use it to blend your own lemonade, adding sugar and water to suit your individual taste. Try it when you cook fish . . .





make salad dressings . . . lemon desserts. See what the tangy, tree-ripened flavor does for your food.

PURE CALIFORNIA LEMON JUICE is healthfully rich in Vitamin C. You have your choice of many brands. Look for them on your grocer's shelves and in his freezer. See how little ready-squeezed Pure California Lemon Juice costs packed this handy modern way. *Lemon Products Advisory Board, Los Angeles, California.*

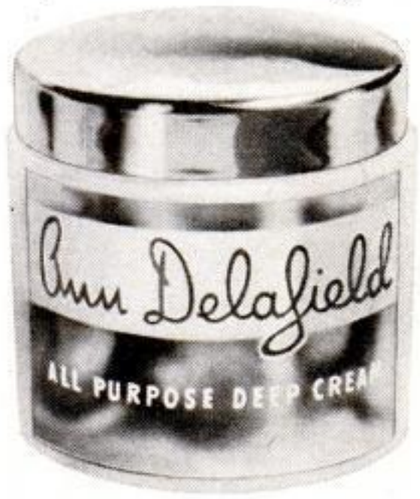


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"All those creams and lotions?

WHAT NONSENSE!"

says Ann Delafield



In two sizes: $1.50 and $2.75.

ALL PRICES PLUS TAX
EXCEPT VITAMINS



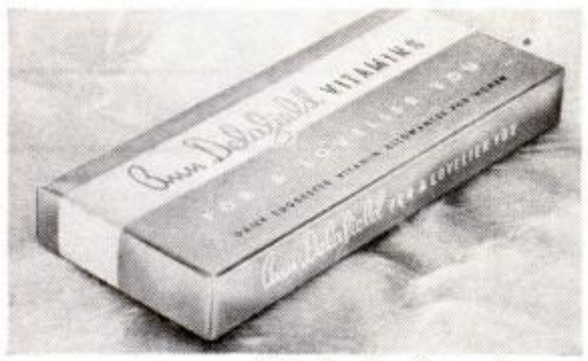
"Face creams, throat creams, nose creams, eye creams, chin creams—who do you think you're fooling?" says Ann Delafield. "It's *all* skin, isn't it? There's *everything* your skin needs to keep its natural beauty in my All-Purpose Deep Cream . . . richly penetrating, thoroughly cleansing, naturally beautifying."

Ann Delafield's Eye Kit has all you need for glamorous eyes. Ann Delafield's Lipstick is long-lasting, indelible. Ann Delafield's Powder has the foundation built right in. And this is the only vitamin-centered beauty line—because Ann Delafield knows that beauty begins within!

Go to your Rexall store TODAY. Start looking lovelier tomorrow.



A busy woman's cosmetics: French-formula Powder $1.50—Indelible Lipstick $1.25—Skin Freshener $1.50—Cologne $2.50—Eye Compact . . . Quik-On mascara, shadow, eyebrow pencil, liner . . . Party $5.00, Purse, $2.00.



"Beauty begins with vitamins," says Ann Delafield. One month's supply. $2.50.

In all **REXALL** drug stores



SALUTING, Daniel Parra, 87, relic of Chile's 1879 war with Peru, stands stiffly beside wife at parade. Parra got married (for the first time) last year.



PARADING, ski troops at Argentine bordertown of Las Cuevas high in Andes march before Ibáñez and Perón. Afterward, town was renamed Eva Perón.



SOBBING, a woman dabs her handkerchief to face behind guard's shoulder as Perón recalls Evita in a speech during dedication ceremony at Las Cuevas.

Betty Crocker

suggests meatless dinner menus

for Lent or for economy:

Hot Spicy Tomato Juice Cocktail*
Scalloped Tuna
Buttered Baby Beets
Apple-Celery-Nut Salad
Hot Rolls Butter
Coffee Tea Milk

*Season tomato juice with lemon and a dash of Worcestershire sauce.

Grapefruit Juice
Baked Beans Boston Brown Bread
Crisp Cabbage Salad with Sliced Egg Garnish
Fruit Gelatin Cookies
Coffee Tea Milk

Cheese Sandwich Casserole*
Buttered Peas
Orange and Grapefruit Sections, Lettuce Hearts with French Dressing
Hot Muffins
Brownies
Coffee Tea Milk

*Arrange six cheese sandwiches in greased baking dish; cover with mixture of 2 eggs, 2½ cups milk, 1 tsp. salt, ⅛ tsp. pepper, ¼ tsp. dry mustard. Chill so milk will soften bread. Bake 1 hour at 350°. Serves 6.

Platter of Fish in Border of Whole Cooked Carrots and Parsleyed Potatoes
Hot Corn Sticks
Tomato-Lettuce Salad
Sliced Oranges
Coffee Tea Milk

Big Bowl of Spaghetti and Cheese
Tossed Green Salad
Crusty Rolls Butter
Apricot Halves
Coffee Tea Milk

Cup of Tomato Soup
Macaroni Salad*
Celery and Carrot Sticks
Toasted Buns
Prune Whip Crisp Cookies
Coffee Tea Milk

*Toss cooked macaroni, chopped hard-cooked eggs, sweet pickle, cucumber, onion with Russian dressing.

(It's easy to plan interesting meatless meals. Just start with your main dish and build around it for color and nutrition value. See opposite page for other information on nutrition.)

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What makes Joe grow?

Many things, including sunlight, rest, love—and food. Especially food that contains proteins, those "building blocks" our bodies need for growth and repair. Meat is a rich source of proteins. When we cut down the meat content in our menus (to observe Lent, or for economy's sake!) we must be sure to substitute other protein foods for a healthy diet.



What are other protein foods?

Fish, poultry and meat are our richest sources of proteins. Milk and cheese — eggs — breads and cereals — have high protein value. Other foods which add proteins are spaghetti, macaroni and noodles — dried beans and dried peas — and nuts (including that old favorite, peanut butter!).

Is spaghetti a good meat substitute?

Spaghetti, macaroni and noodle dishes are a good source of proteins, especially when cooked with milk and cheese.

What are some tasty meatless sandwiches for school lunches?

Try for a variety of color and flavor. Use different kinds of breads — whole wheat, rye, enriched white, raisin or nut bread, hard or soft rolls. Use various kinds of fillings — tuna, salmon or egg salad, crab or shrimp salad, sardines. Cottage or cream cheese is delicious with chopped celery, chives, carrots, nuts, olives or sweet pickles. Try peanut butter with jelly one time, with chopped dates another. For extra nourishment, add a cheese wedge or hard-cooked egg to the lunch box.

My family gets tired of eggs!

Everybody does, when eggs are "just eggs," served the same way day after day. Scramble them for breakfast one day, poach them the next, and soft-cook them the day after. Surprise your family (and add proteins!) by dressing up salads or spinach with a topping of hard-cooked eggs.

What's a good way to serve eggs for the main meal?

In a variety of omelettes (many of which can help you use up leftovers!). Or try "Eggs Benedict" for a treat. Just top a toasted English muffin with poached eggs. Serve with hollandaise sauce and a thin, sweet slice of fried ham. "Eggs Goldenrod" makes a royal dish. Dress up creamed eggs with a glamorous garnish of hard-cooked egg yolks, and ring with sprigs of parsley. Easy and delicious!

How can I get variety into Lenten menus?

First, be sure you're choosing foods with good protein content. Then strive for color, variety and appetite appeal. (See the opposite page for some thrifty meatless menu suggestions your family will love. Consult the BETTY CROCKER PICTURE COOK BOOK for meatless recipes.)

Betty Crocker
of GENERAL MILLS
MINNEAPOLIS

General Mills brings you Betty Crocker's advice on nutrition in the interest of your family's health and welfare. This is one phase of General Mills' nutrition service to teachers, students, parents and the public. General Mills makes WHEATIES, KIX, CHEERIOS, BISQUICK, SOFTASILK, GOLD MEDAL KITCHEN-TESTED ENRICHED FLOUR, FLOURS FOR BAKERS, BETTY CROCKER MIXES, HOME APPLIANCES, and other fine products.

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LIGHTED BY GLARE OF FLAMES AS NATURAL GAS PIPES SWING PAST, "RED" SALMON WATCHES TWO CROP WARMERS KEEP FROST OFF SNAKE PLANT PLOTS

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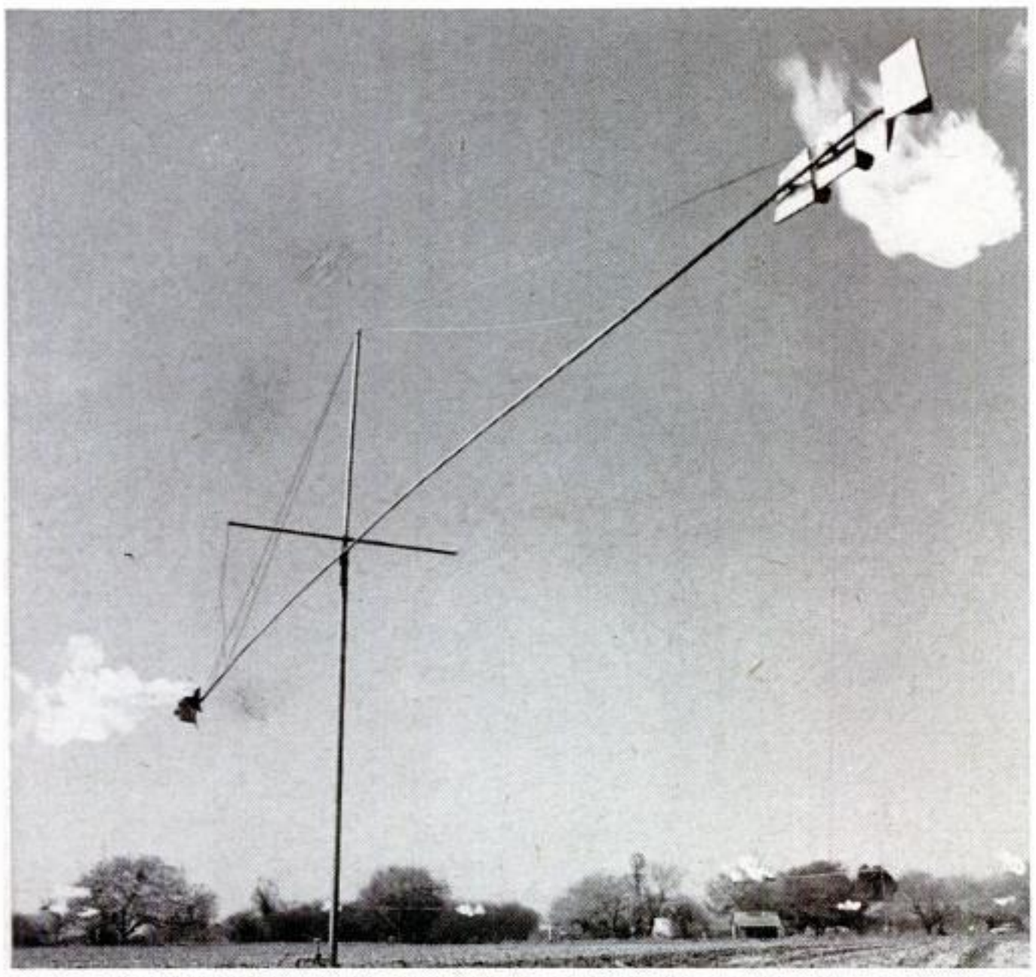
SALMON LOOKS OVER THE JETS ON HIS CROP WARMER

WHIRLING WARMER

A Texan cheats frost that killed his crops by heating his fields with flaming natural gas

Down in the lower Rio Grande valley around McAllen, Texas, the winters are so mild that even in January the thermometer hovers at 60. But once in a while, without warning, it dips past the freezing point and kills the squash and cucumbers and citrus crops. A couple of years ago L. A. ("Red)" Salmon, distressed at the valley's sudden loss of seven million citrus trees, set out to do something about it.

He found that smudge pots used in California are impractical in Texas, where there is rarely the insulating blanket of low overhanging cloud necessary to make smudge pots effective. Then he came up with a simple but spectacular idea; cashing in on Texas' plentiful supply of natural gas, he devised a whirling, flaming crop warmer. Piping the gas into a T-shaped rig, Salmon installed jets on the ends of the T, lit them, and they whirled around the main post under their own jet power something like an ordinary lawn sprinkler. On a freezing night, for $1.50 an hour, Salmon's simple crop warmer will keep a whole acre warm. Now he is selling warmers to enthusiastic neighbors at $250 a T.



DAYTIME PICTURE SHOWS THE JETS ON THE ENDS OF THE 68-FOOT PIPE



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A FRONTLINE PICTURE NO CAMERA COULD GET

The actual battle line is one of several surprises in the Korean war

In the past three years American photographers in Korea have captured the deadly detail of the skirmish, the agonized exhaustion of the battle-weary soldier, the look of the men who fight and the leaders who command them. They have taken many pictures *at* the front, but no one has ever been able to take a revealing picture of a sizable section *of* the front. The panoramic drawing above, showing standard terrain and dispositions but giving away no military secrets about current operations, is intended to remedy that deficiency. This is the front, as

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it might be pictured by an all-seeing camera.

This section of the front is held by one regiment of one U.S. division—about 1½ miles of the 140-mile front. Out of the picture, right or left, a sister regiment is similarly deployed. Near the division command post at upper left a third regiment is held in reserve. In this picture two of the regiment's three battalions are defending the "MLR," or main line of resistance, which runs along the thin crests of hills.

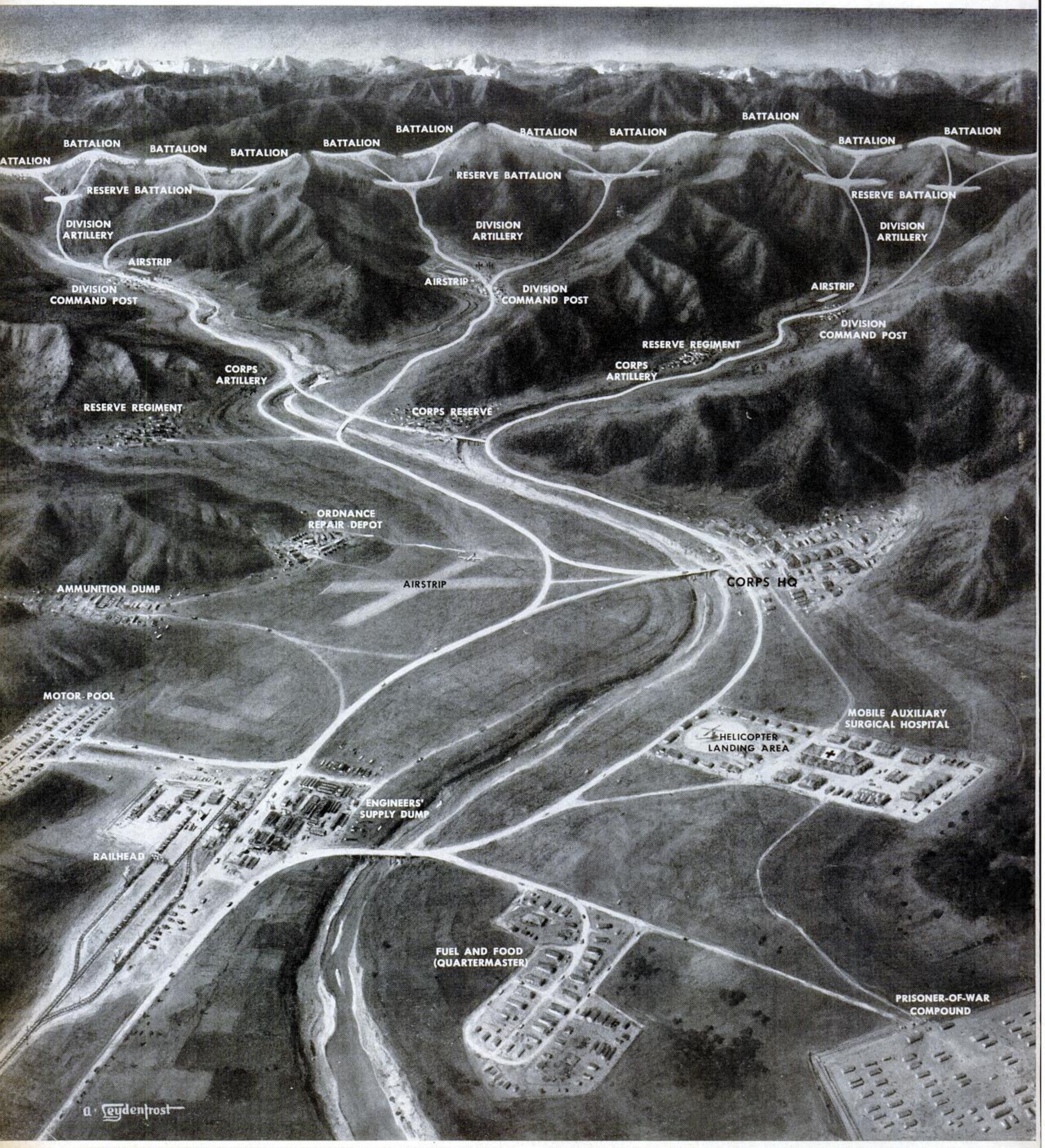
In the foreground toward the reader—and the enemy—are outposts, the military fingers that probe at the enemy positions. On the hilly knobs are tanks, dug in as artillery, which we use here in direct support. Behind the hill are mortars and artillery batteries, also used in support. The battalion aid station and the regimental tank company reserve are both protected by the hill.

In the event of a sharp enemy attack the third of the regiment's three battalions of infantry would move out of the mountains (*top, center*) to the aid of the troops holding the MLR. If the attack continued, the division might find it necessary to send its reserve regiment into action. It would bring along additional artillery and tanks.

One thing is missing from this picture: the enemy. It is all too likely that enemy observers are looking down on this scene from the higher hills to the right. One of the ironies that LIFE Editor John Osborne discovered on a recent visit to Korea (*pp. 57–59*) was that the U.N. 1951 offensive halted just when and where the enemy forces held the geographic advantage.

CONTINUED ON NEXT PAGE

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BEHIND THE FRONT is an intricate organization, as shown in this panoramic view looking up to the main line of resistance from a point about 15 miles to the rear. This 18-mile-wide section is defended by three infantry divisions with 18 infantry battalions strung across the front-line hills. On the line each division has two of its regiments, of three battalions each. (One such regimental sector, defended by two battalions with one in reserve, is shown in the drawing on the previous pages.) The regiments are supported by part of the divisional artillery and tanks. The divisions on the left and right flanks each have a regiment in deep reserve, while the third regiment of the middle division has been augmented by corps troops and in consequence is identified as corps reserve. The corps headquarters maintains tactical command of this whole section of the front. The supply and service installations at the bottom of the picture are all dedicated to the needs of the approximately 66,000 troops involved here but are under command of the Army to which the corps is assigned.

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. . . AND LITTLE-KNOWN FACTS ABOUT THE GIs AND GENERALS

by JOHN OSBORNE

WHEN you are talking of more than 200,000 men at arms, no generalities hold wholly good, and that goes for all those that follow. But as a generality it is fair to say that the American soldier in Korea is a remarkably mature and thoughtful young man. Older officers and visitors who were in or around World War II find the GI of 1952–53 a different bird, an interesting one.

Your soldier of today is on the whole phenomenally unprofane. This reporter spent hours in and near the front lines without once hearing the immemorial monosyllable of English-speaking armies. "Snafu" and all its variations are gone completely. The universal and all-inclusive word today is "sweat." It covers just about everything: "no sweat" means no trouble, no cause for worry, nothing fouled up, don't fret. "It's a sweat" means a patrol looks tough, or an order to dig some more trench is an outrage, or simply that everything is messed up as usual.

"Gook" has all but vanished from the Army lexicon, too. In the early months of the Korean war it was the universal word for all Koreans—south or north, civilian or soldier, adult or child—and it was uttered with a hatred born of shock, fear and distrust of so alien a land and people. Now it is spoken, if at all, only of the Chinese and North Korean soldiers. Its going is evidence of one of the positive miracles of this war: the adjustment of the American soldier to the land, the people, the ways of South Korea. It is also a sign of the maturity that marks our soldiers' thinking as well as their language.

In their endless talk of the war and of what to do about it, the front-line soldiers make just about the same points their generals make, and just about as intelligently. The rifleman, of course, views the prospect of attack and its casualties with a personal aversion that the general can hardly feel, but at the crux of the argument the GI usually votes for anything except another year or more of stalemate.

•

An American division commander gave me some good advice just before I went up to our lines. "You are going to come across some things in this Army that you won't like," the division commander said. "They are what you have to expect when a great country tries to fight a war on the cheap."

"War on the cheap" has some manifestations, however, that would seem to invite correction. General Eisenhower suggested on his return from Korea that some serious supply deficiencies would be corrected as soon as he took hold. A Pentagon press conference put one of them on the record: a shortage of artillery ammunition. If the past consequences of this shortage are ever fully revealed, the American people will be shocked and enraged.

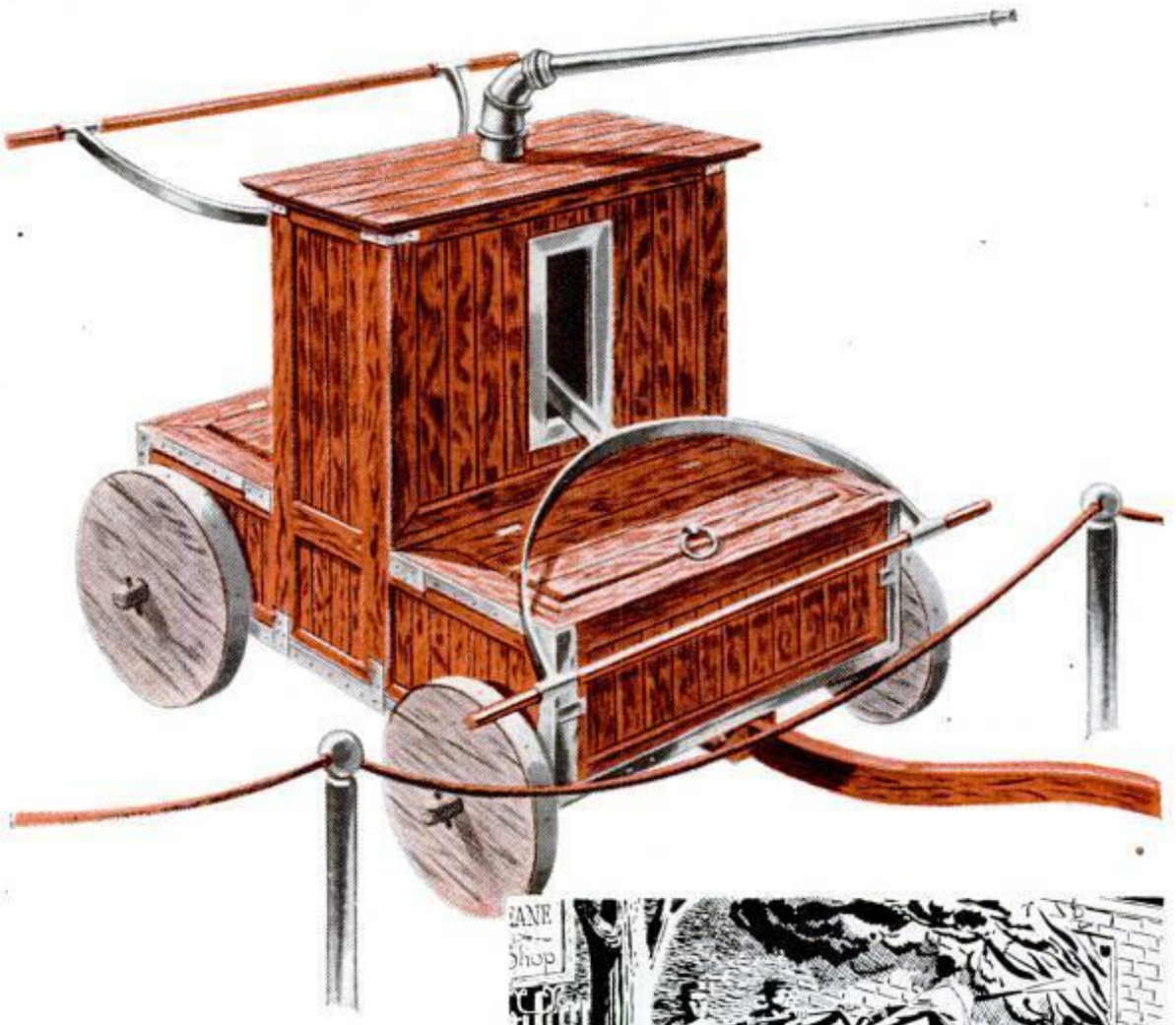
There are others. How many Americans, for instance, realize that thousands of Korean soldiers are fighting in our divisions—not because their presence improves the divisions or increases their strength, but because the U.S. is not providing enough Americans to keep the division up to strength? These Korean soldiers, who are called Katusas (Korean Augmentation Troops, U.S. Army) are in addition to the troops that make up the 12 ROK divisions. The Koreans in question are good, tough soldiers who serve for the Korean equivalent of about 20¢ a month alongside Americans who get $75 and up for the same service, and every American at home ought to be grateful to them. But all that does not obviate the fact that the mixture creates special and harassing problems.

An infantry squad is, or should be, among the closest of groups. In practically every infantry unit in the Eighth Army today, a chasm of language and social habit separates soldier from soldier, the leader from his men. Although Katusas and GIs rapidly acquire a bastard pidgin, compounded of Korean, Japanese and American words and phrases, the language barrier is never wholly surmounted. "When you can make them understand what you want, they are great," a harried squad leader said of his Katusas the other day. "But it's so damned hard to make them understand."

The same platoon and squad leaders would think they never had it so good if they suddenly found themselves with only one language to hurdle. They have another—the Spanish of their draftees from Puerto Rico.

CONTINUED ON NEXT PAGE

First American
FIRE PUMP



Early American fire pumpers of this type (mid 18th century) were a step forward, because they enabled volunteer firemen to throw the water on fires from a safe distance —but they still relied on bucket brigades to keep their "tubs" filled.

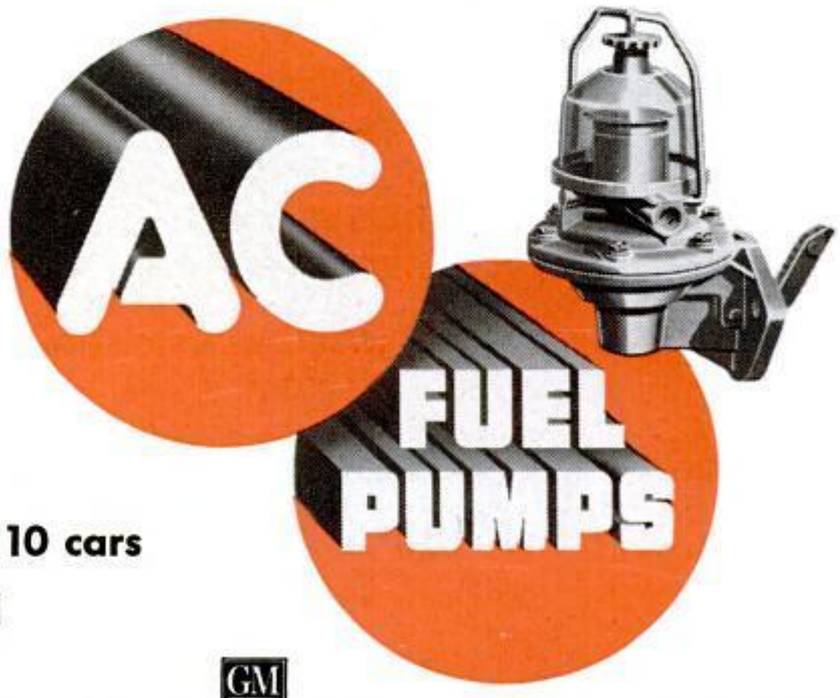


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Today—as in every year since 1927—ACs are the first choice of manufacturers and owners alike. That's why 9 out of 10 cars and trucks now in use are equipped with AC Fuel Pumps.

Remember, the fuel pump is so vital to your engine's operation that you just can't afford to take a chance when it becomes old and worn. Prevent the possibility of an annoying and expensive breakdown on the road—install a new AC now!



Original equipment on 9 out of 10 cars on the road

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* **The style and beauty** of cases created by the same designers who fashion cases for America's finest watches.
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In some ways the Puerto Ricans are harder to assimilate and command effectively than the Katusas. Despite their island's long identity with the mainland U.S., most of the Puerto Rican arrivals speak no English. They cling together more tenaciously than the Koreans do, and they seem to pick up even pidgin American much more slowly. Many of them make it clear that they would have preferred to be in the separate Puerto Rican regiment which was maintained in Korea until recently.

Although any officer who said as much out loud might be in trouble, the truth is that the Puerto Ricans would fare and fight better if they were placed in squads and platoons of their own. In a few instances they have been covertly bunched under Spanish-speaking noncoms from the American Southwest. In such circumstances they do themselves proud. Many individuals who are dispersed, according to policy, through Continental outfits also make fine records. However, most of the Puerto Ricans have a hard and unhappy time.

•

One of our corps intelligence officers was asked whether any significant change in the Chinese Communist armies has been observed during the stalemate.

"Oh, sure," the officer answered with sour emphasis, "we see a change. They are getting better all the time."

The Chinese hold the western and central sectors of the front—about two thirds of the 140 miles of line which angles northeastward across mid-Korea. What is left of the North Korean army holds the eastern sector. At our rear headquarters and along the Chinese portions of the front there is a tendency to assume that the North Korean army is finished. The U.S. and South Korean units facing it do not have that impression. It is depleted, but in the patrol and outpost actions that provide the only tests during stalemate, the North Koreans show every sign of being alert, aggressive, and—considering their past defeats and the ruin of the country around them—in incredibly good spirits.

What little we know of the Chinese Communists in Korea gives our psychological warfare experts no comfort. Both on the line and in reserve the Chinese Communist armies are well supplied with weapons, clothing, food—all the necessities of war. They do not live off the country; even their food is transported from China, and successfully, despite our continuous air interdiction. They get along with the battered, depressed, impoverished native population remarkably well, thanks to a rigid occupation discipline which forbids the least harassment of the North Korean people. If anything, the North Koreans prefer Chinese soldiers to their own, if they must have any around.

The Chinese fight aggressively and skillfully, and they almost never surrender voluntarily. Captured prisoners are rare, and our patrols are offered all sorts of incentives to get one now and then.

But the most interesting thing about the Chinese armies at this point is the way they are disposed through Korea. More than half of them are in reserve, far from the front line. The biggest portion of the Chinese reserves is in extreme North Korea, at the center of the country, obviously poised to move toward either coastline if we try amphibious end-runs. The larger part of the remaining reserves are placed along the east and west coast for defense. Furthermore the Chinese have dug defensive trenches east



KOREAN AND GIs, Sgt. Ma Jae Ho (*left*) and Pfc. Philip Delaney and Sgt. Juri Toomepuu, are members of a mixed unit of the U.S.'s Seventh Regiment.

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and west, north and south, up and across an astoundingly deep section of North Korea.

Our officers, gazing at the maps of the Chinese dispositions, draw a conclusion which could be wrong but is nonetheless interesting. The Chinese dispositions suggest that our Communist enemies like the war the way it is and has been since the stalemate set in. They are braced to prevent any change, if they can, but apparently not to bring about any great change by their own efforts.

•

Recently Lieut. General Maxwell Taylor arrived in Korea to relieve General James Van Fleet as U.S. Eighth Army commander. By now he will have been told, by our generals in Tokyo and Korea, that they don't know how to "end the war." But he also will have heard that they do know—or think they know—what we can do and should do in a minimum effort to end it. They are certain that we can defeat the enemy in the field, and they think we ought to do it. That is what they told General Eisenhower during his visit last December, and that is what they hope he orders them to do.

They also know what they mean and what they do not mean by "defeat the enemy." Some of our allies and some Americans at home have come to assume that it can mean only "all-out war in the Far East." The American generals on the spot do not want an "all-out war in the Far East," and they do not believe one is necessary in order to defeat the Chinese and North Korean armies now facing our forces in Korea.

The enemy armies will be defeated, in the simplest sense of the word, when and if they are broken up, driven from their present line and forced to retreat into the upper reaches of North Korea. That is what is meant, and all that is meant, when the generals of our Far East command argue for an effort to defeat the enemy in the field. They do not believe such an effort in Korea would "provoke" the enemy into launching World War III.

Our generals cannot and do not guarantee that a successful offensive on this scale would end the war. All they undertake to guarantee, given sufficient but by no means enormous reinforcements, is the following:

1) Enemy losses—in men, in weapons, in prestige—so heavy that the Chinese and Soviet high commands must think twice before they elect to continue the war after such a defeat.

2) A new line across the famous "waist" of Korea, roughly midway between the Yalu and the present line, that would be far better for us than the positions we now hold.

3) An enlarged free Korea—not the reunited Korea that the U.N. is pledged to attain, but enough of Korea to make it a going concern, a governable country, one that we could turn back to the Koreans in reasonably good conscience.

The earlier statement that the generals who favor an effort to defeat the enemy in the field do not want "all-out war in the Far East" is not empty rhetoric. One of the most striking facts encountered in Tokyo and Seoul is the generals' profound aversion to any war-to-the-finish with China *in* China. They doubt that such a war could ever be brought to a final military decision, and they hold that the prodigious effort required ought to be reserved for the main enemy, which of course is Soviet Russia. This reporter, in hours of intimate discussion, never once heard the A-bomb mentioned as a weapon to be used in Asia against Asians.



ROKS AND GENERAL show another aspect of U.S.-Korean cooperation as Eighth Army commander, Lieut. General Maxwell Taylor, makes inspection.

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Most amazing of all—new PYREX Flameware is remarkably strong and rugged! It's tempered to make it so durable, it's backed by an unconditional 2-year replacement warranty if it breaks from heat!

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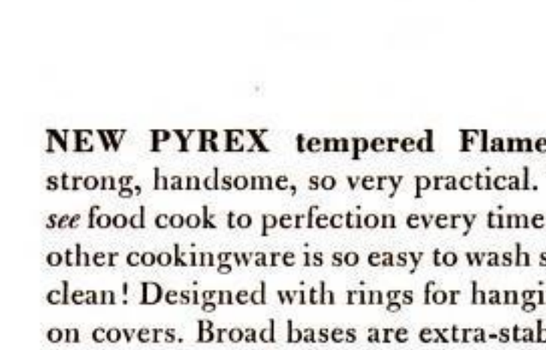
PYREX
Flameware Saucepans
1-quart size.....$1.95
1½-quart size....$2.25
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NEW PYREX tempered Flameware is strong, handsome, so very practical. You can *see* food cook to perfection every time. And no other cookingware is so easy to wash sparkling clean! Designed with rings for hanging, lock-on covers. Broad bases are extra-stable. Handles remain cool.

PYREX Flameware
Double Boiler
1½-quart size....$3.45

Choose PYREX BRAND®

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PYREX Clear Bowl Set
Rounded inside for easy mixing by hand or electric mixer. They're easy to wash clean!
Nest of 3, **$1.39**

PYREX Casserole
. . . with utility cover, *two* baking dishes, too! Three sizes—1½-quart, 89¢; 2-quart, $1.00; 1-quart size, **79¢**

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For baking, serving, storing. 4 sizes—6-ounce, 10¢; 10-ounce, 15¢; 1 pint, 19¢; 5-ounce size, **5¢**

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Browns evenly. High fluted edges keep juices *in*. 9½-inch size, 69¢; 8½-inch size, **59¢**

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PYREX Square Baking and Serving Dish, $1.25

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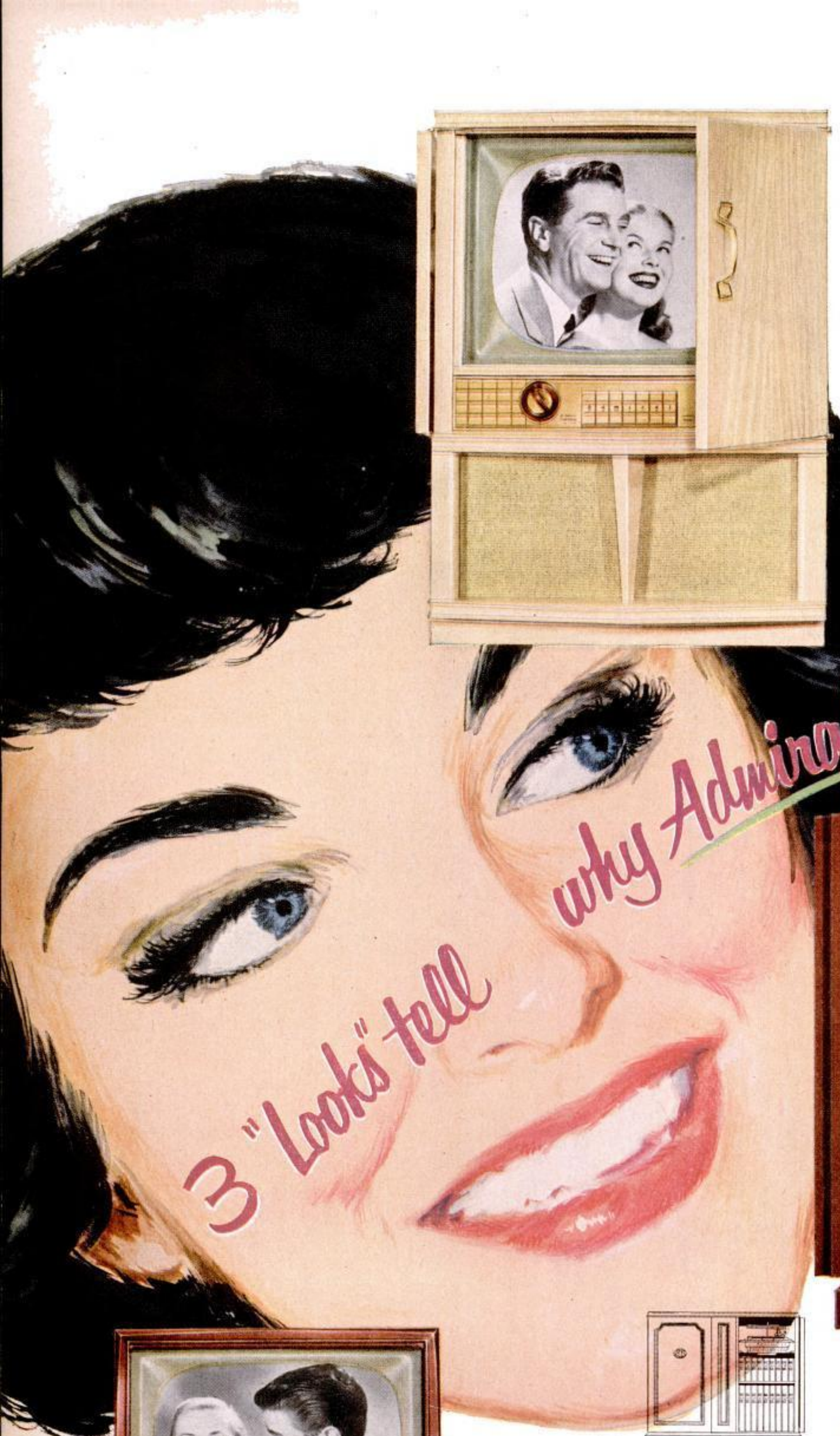
PYREX Round Baking and Serving Dish, 95¢

PYREX Shallow Baking and Serving Dish (not shown), **60¢**

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Here is charm, grace, distinction—the kind of furniture you'll cherish, own with pride. Here, too, is *lasting* beauty. For each Admiral cabinet—traditional, modern or provincial—is expertly created to stay new and style-fresh through the years . . . blend with any home décor. Typical of matchless Admiral cabinetry is this stunning 21" TV Model 222DX27 with long distance Super Cascode Chassis . . . non-glare Super Panoramic picture tube—245 square inches . . . new wide range tone control.

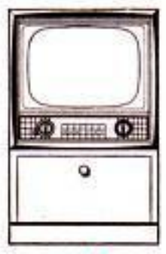
3 "Looks" tell why Admiral is your best TV buy





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With its great new long distance Super Cascode Chassis, Admiral brings you the clearest pictures in television—breath-taking reception in city or "fringe." Plus—*choice of two VHF-UHF tuners* . . . with interchangeable tuning strips for built-in 12-channel Turret Tuner . . . or the all-channel way with exclusive 82-Channel Tuner! See this brilliant performance in Model 322DX16A with 21" non-glare Super Panoramic picture tube—245 square inches . . . "TV-Integrated" Radio . . . Super "600" Triple-Play Phonograph . . . wide range tone control.



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SECRETARY
OF THE TREASURY

GEORGE M. HUMPHREY

A little known industrialist is Eisenhower's biggest find

"In Cabinet meetings I always wait for George Humphrey to speak. I sit back and listen to the others talk while he doesn't say anything. But I know that when he speaks up he will say just what I am thinking."

This estimate by Dwight Eisenhower—volunteered recently in a conversation—about a man he had not even met four months ago is a startling testimony to the emergence of the new Secretary of the Treasury as the Administration's greatest "find." Head of a vast industrial empire but unknown to the public before coming to Washington, Humphrey (LIFE, Jan. 19) has convinced that skeptical city he knows what he's doing—and intends to have around him men similarly equipped (*p. 64*).

Treasury is a department which singularly needs a man who knows what he's doing, its responsibility being the whole federal financial structure. For the U.S. citizen it is that department which gives the money—and takes it away (it requires but 7,108 Bureau of Printing and Engraving and Bureau of Mint employes to make it, but 53,644 in the Bureau of Internal Revenue to get some of it back). Other of Treasury's 87,525 employes catch counterfeiters and protect the President (Secret Service), nab dope peddlers (Narcotics) and smugglers (Customs), supervise the national banks. But besides such routine administrative tasks the emerging Humphrey faced up to some of the stiffest U.S. fiscal problems since Alexander Hamilton, Treasury's first Secretary and another strong man, first ruled the department.

$1,330,000 STACK of currency in fives, tens and twenties rests under Humphrey's right hand in doorway of Treasury vault, while his left holds sack of $1,000 in dimes. "Is that as high as a million goes?" the Secretary asked of pile. "I thought it would hit the ceiling." Vault contains about $15 million.

CONTINUED ON NEXT PAGE 63

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ESQUIRE BRUSHLESS SCUFF·KOTE

Now, keeping your children's shoes looking their Sunday best is the easiest job in the house; no brushing, no rubbing, no work at all. Simply apply *self-polishing* Esquire Brushless and watch those scuffs and scrapes disappear like magic right before your eyes. Miracle ingredient Oxilan-B does all the work for you. It brings up the shine and keeps your youngsters' shoes soft and natural looking. The very first time you use it, you'll agree it's the most wonderful polish *ever made* for children's shoes. 8 shining colors. Be sure to look for it in the yellow circus package.



here's the fastest way to the brightest shine

LANOLIZE® your shoes with

ESQUIRE BOOT POLISH

WASHINGTON'S STRONGEST TEAM

"I'm as good at picking partners as any man in the U.S.," Humphrey has said. His choice of partners to help him run the Treasury seems to prove his point. For undersecretary he picked Marion B. Folsom, Eastman Kodak treasurer and chairman of the Committee for Economic Development, who is at work on a study that promises basic reforms in the fantastically complex U.S. tax structure. Under Folsom this study is being conducted by another team hot shot, Harvard Tax Professor Dan Throop Smith. To manage the gargantuan national debt he tapped W. Randolph Burgess, former top Federal Reserve man and New York banker. To shake up the scandal-soaked Bureau of Internal Revenue he picked T. Coleman Andrews, former Hoover Commission man. To administer a fistful of agencies—including Coast Guard, Secret Service, the Mint, Narcotics, Customs—he brought in his "alter ego" at M. A. Hanna Co., H. Chapman Rose. All in all, Humphrey's is the strongest executive team in Washington.



SPECIAL DEPUTY W. Randolph Burgess (*standing, right*) meets with staff members (*left to right*) George Willis, Andrew Overby and W. L. Hebbard.



UNDERSECRETARY Marion Folsom confers with T. Coleman Andrews (*left*), internal revenue chief, Special Assistant Dan Throop Smith, tax expert.



ASSISTANT SECRETARY H. Chapman Rose sees Vice Admiral Merlin O'Neill, Coast Guard commandant (*center*) and Rear Admiral A. C. Richmond.

CONTINUED ON PAGE 66

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Imagine . . .
NO DUST BAG TO SHAKE OUT—
NO PAPER BAG, SACK OR PAN
TO TAKE OUT!

NOTHING TO TAKE OUT—
NO DIRT TO HANDLE EVER!



Only Electrolux sells

the cleaner you never have to empty

The New Electrolux does automatically what other cleaners don't do at all!

Just wait until you see it in your own home and you, too, will know there's never been anything like the New Electrolux! It's the great new home-cleaning invention that's so automatic you *have* to see it to believe it.

It never has to be emptied! It's automatic!

Yes, this is the cleaner you *never* have to empty! There's nothing to clean out . . . no dust bag to shake out . . . no paper bag, sack or pan to take out. You *touch* no dirt . . . *breathe* no dirt . . . *see* no dirt!

Always gets the deep-down dirt! It's automatic!

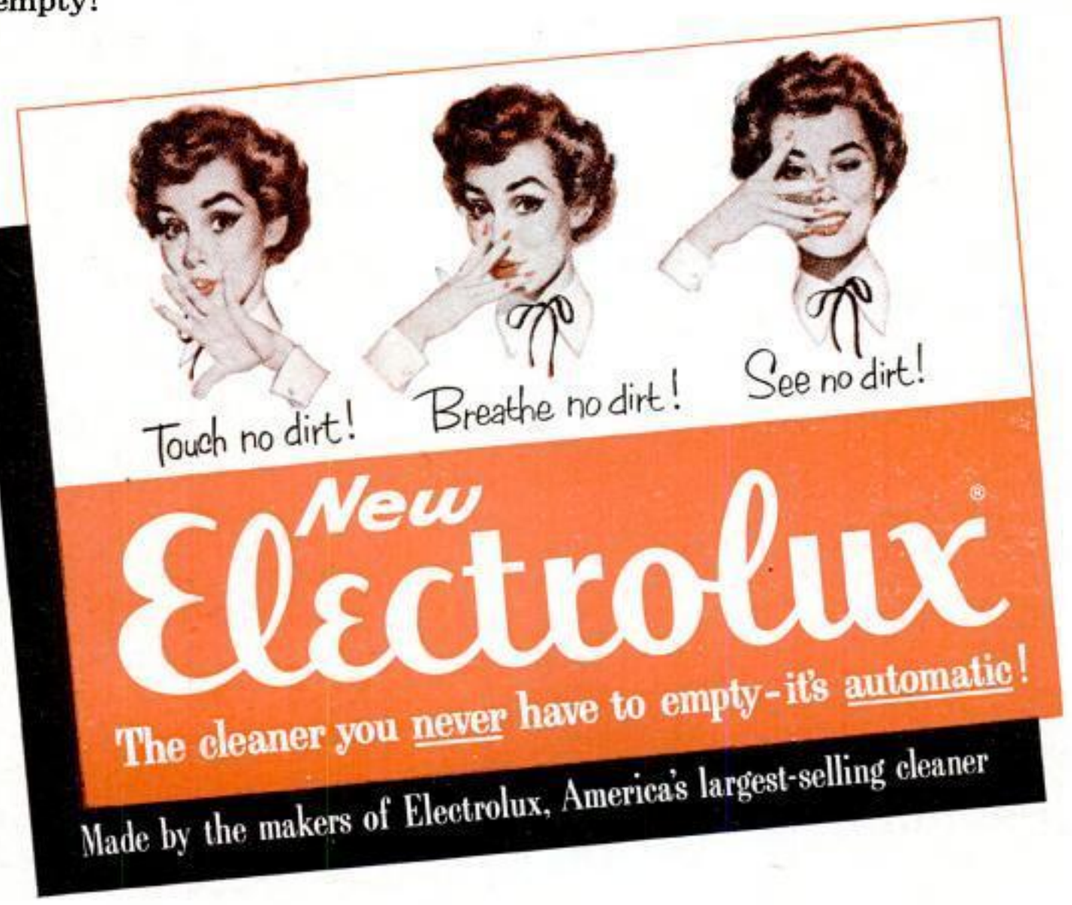
The New Electrolux cleans *better*, too! Its suction power is so tremendous it picks up dirt deep down in the bottom of the rug. And it *keeps on* cleaning better! Because of its exclusive automatic feature, the New Electrolux *never* loses its remarkable cleaning ability . . . *no matter how much dirt you pick up!*

Cleans better ALL the time! It's automatic!

Any other cleaner needs to be emptied by the user. If you forget to do this, it soon reaches the "lazy suction" point where it's only getting the surface dirt, and eventually not even that. No such worry with the automatic Electrolux. It never needs to be emptied. And it can't get "lazy"—the automatic feature won't let it! So you never waste time just cleaning the tops of your rugs, or trying vainly to clean with a machine that's clogged up because someone forgot to empty it. The New Electrolux keeps cleaning efficiently and quietly *all* the time!

A complete home-cleaning service. It's automatic!

The New Electrolux makes all your home cleaning easier than ever before . . . and more convenient . . . because all the cleaning tools can be with you all the time. *You can do all the rooms on one whole floor of the average home without ever having to change the plug.* And you can have a cord that stays out of your way, because it unwinds and winds itself up . . . automatically. Yes, before you decide on any cleaner, see the New Electrolux. It's sold only on home demonstration by bonded Electrolux salesmen, who sell no other machine. Liberal terms.



FOR A FREE HOME DEMONSTRATION, phone your authorized Electrolux Factory Branch or call Western Union Operator 25 (no charge) for the name of your nearest Electrolux representative. Or write . . .

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Dress up your kitchen with these beautiful, matching, space-savers . . . at prices that pamper your budget.
Sturdily made of rust-resistant, heavy-gauge steel.
Choice of 6 baked enamel colors:
Red, White, Blue, Green, Yellow, Sandalwood Brown.
Also in ALL-CHROME.



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B. **4-PIECE SPACE-SAVING CANISTER SET** stacks to suit your needs. Holds 5 lbs. flour, 5 lbs. sugar, 1½ lbs. coffee, 1½ lbs. tea. **$4.98**

C. **STEP-ON BEAUTYCAN** with built-in De-Fumer® containing Chlorophyll deodorizer. Close fitting watertight porcelain inner pail. Mirror finish aluminum cover. Range of sizes. **$4.98** to **$7.98**

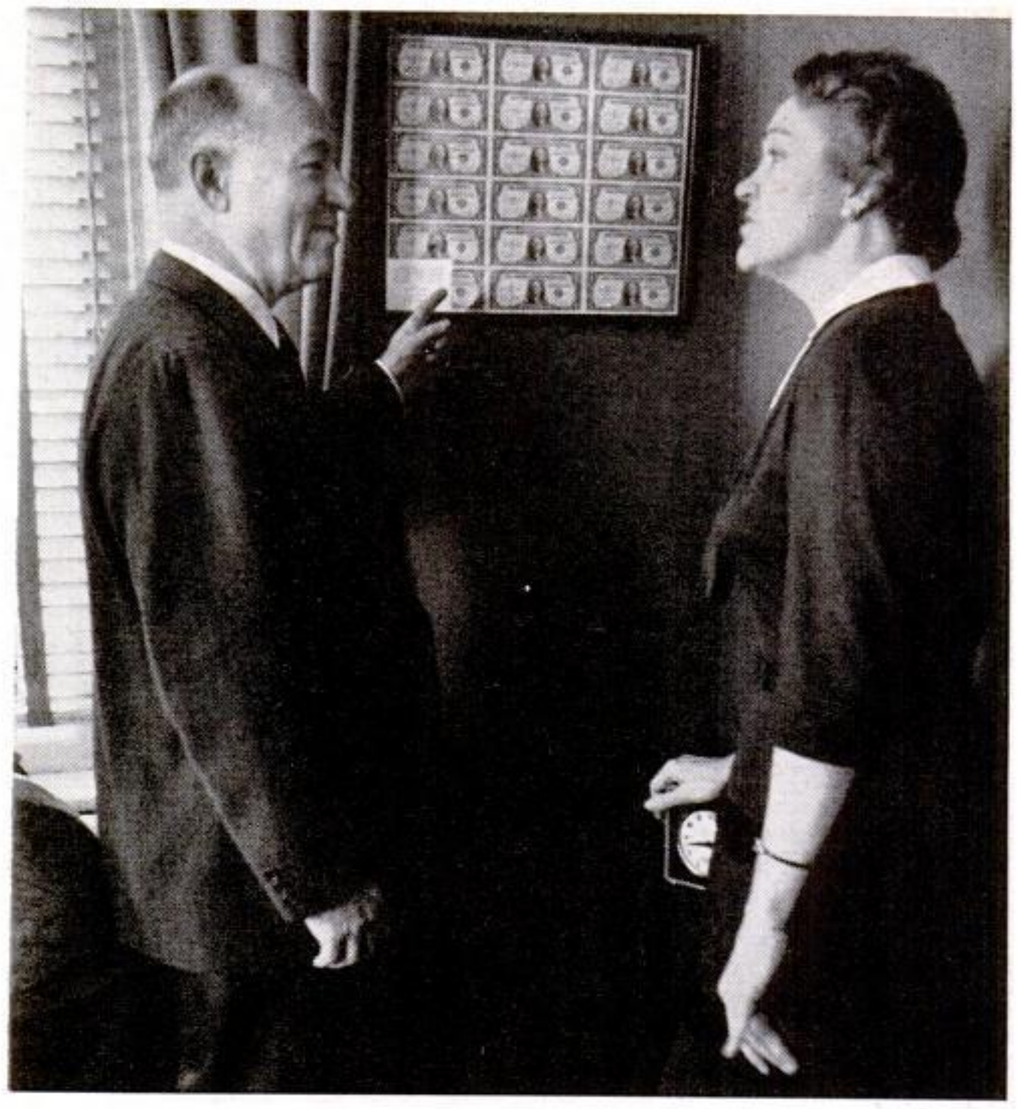
Add Sparkle With an ALL-CHROME Ensemble
Match your toaster, broiler, other appliances with Beautyware finished in gleaming chrome (all with Lincoln's famous features). Canister Set, **$9.98.** Step-on Can, 14 qt. size, **$9.98.** Bread Box **$11.98.** Wastebasket, **$4.98.**
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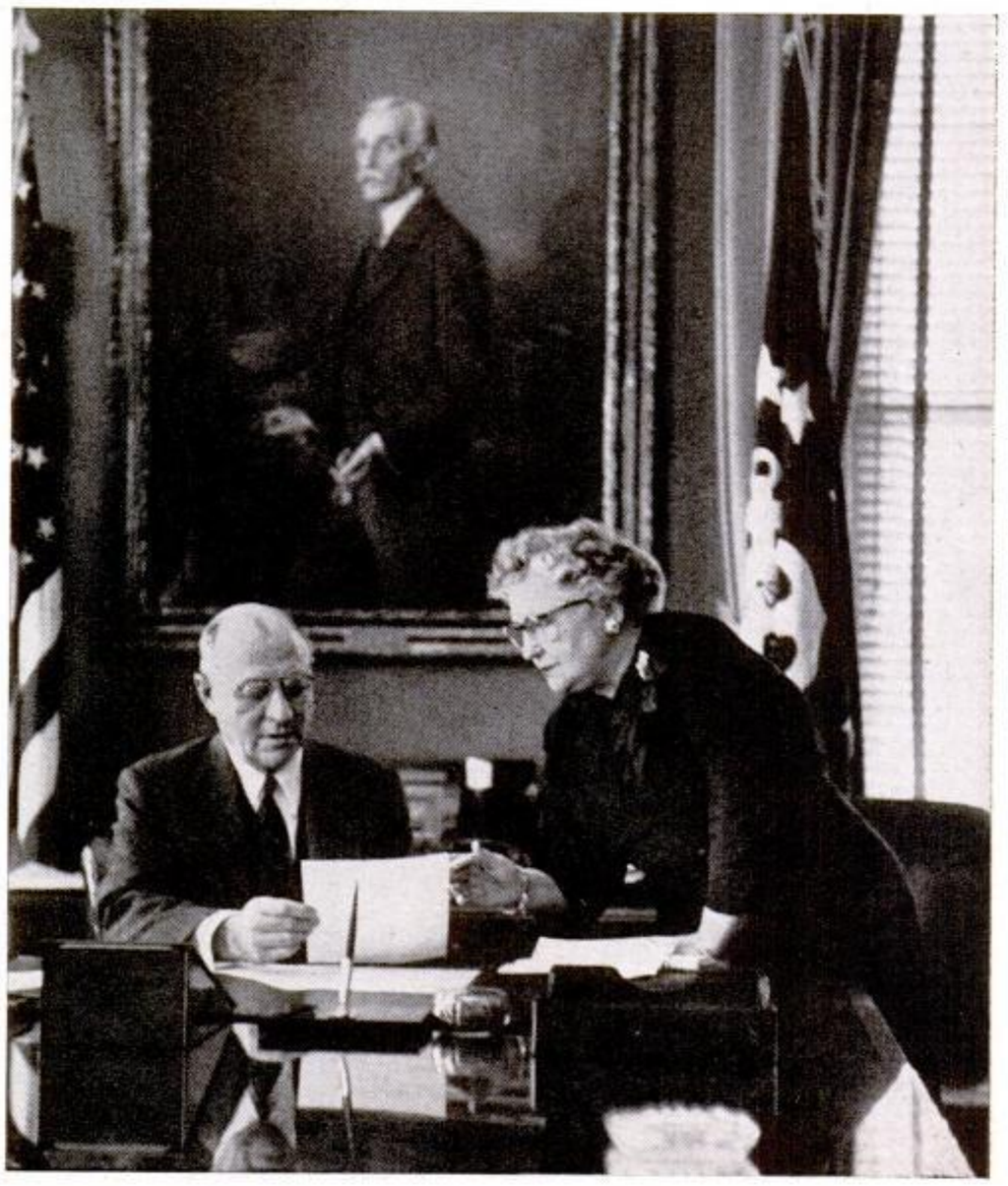


HIS SIGNATURE on $1 bills is shown by Humphrey to U.S. Treasurer and Co-Signer Ivy Priest.

HIS PICTURE for pass into Treasury, required of the boss, too, is taken by department photographer.



HIS DESK is always kept clean, as he has secretary wait, take papers back. Behind him: Andrew Mellon.



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KRAFT-QUICK
Dinner Menu

Cream of Corn Soup
Kraft Dinner Mound with
Deviled Eggs in Tomato Sauce
Tossed Salad Rye Bread
Parkay Margarine or Butter
Apples Cookies
Coffee

At your grocer's Look for these handy menus and shopping lists

There are lots more Kraft-Quick Menu suggestions all built around speedy, thrifty, tasty Kraft Dinner. They're at your grocer's now—look for the special display.

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Here's golden cargo from Hawaii — and DOLE

AT YOUR GROCER'S NOW

Shipments of sunshine, freighted with flavor and fragrance, are arriving at your grocer's now!

Sparkling, refreshing DOLE Pineapple Juice, golden Slices, crisp-cut Crushed, luscious Tidbits and tender Chunks — all with that mellow-rich flavor and aroma found only in grown-in-Hawaii pineapple.

Spark end-of-winter meals with sunny DOLE Pineapple. Your favorite store has plenty of the familiar blue DOLE cans on its shelves, ready to move to your pantry cupboard. Add Hawaiian sunshine to a hundred delicious dishes, salads, desserts — be sure DOLE Pineapple is on your shopping list this week!

Be sure it's Hawaiian... Be sure it's DOLE

OUTRIGGER CANOES OFF DIAMOND HEAD, PHOTOGRAPHED IN HAWAII BY ANTON BRUEHL

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Mr. W. P. Jones—distinguished president of Servel, Inc. A former stenographer, statistician and refrigerator distributor, Mr. Jones joined Servel as Educational Advisor. His rise in the appliance field has been swift—due to his development of many work-saving features now found in most modern refrigerators, freezers and air conditioners. Today considered the "dean of refrigerator salesmen," he's shown in his home with one of Servel's new products, the "Wonderbar".



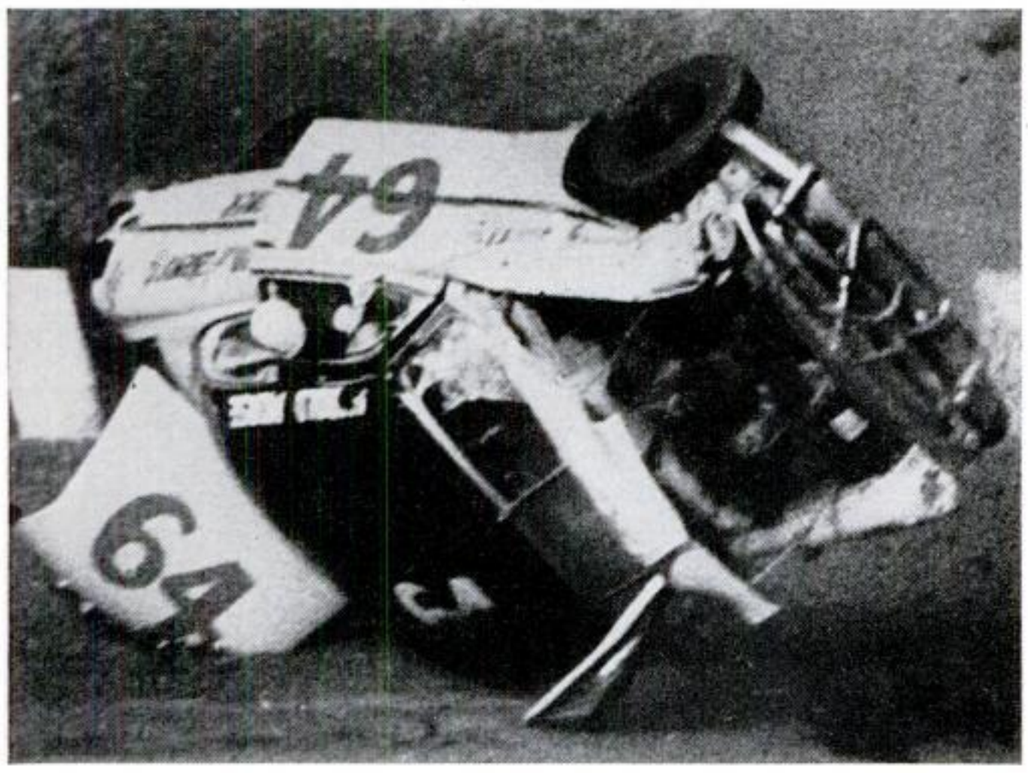
It is for men like Mr. Jones who seek a finer whiskey that Lord Calvert is *Custom Distilled* and blended . . . to achieve an outstanding combination of rare taste and distinctive, satin-smooth lightness. So jealously is Lord Calvert's *Custom Distilled* quality guarded that each bottle is numbered and recorded at the distillery. Tonight, discover how *Custom Distilled* Lord Calvert, the "whiskey of distinction," can make *your* next drink a far, far *better* drink.

LORD CALVERT ... *Custom Distilled for Men of Distinction*

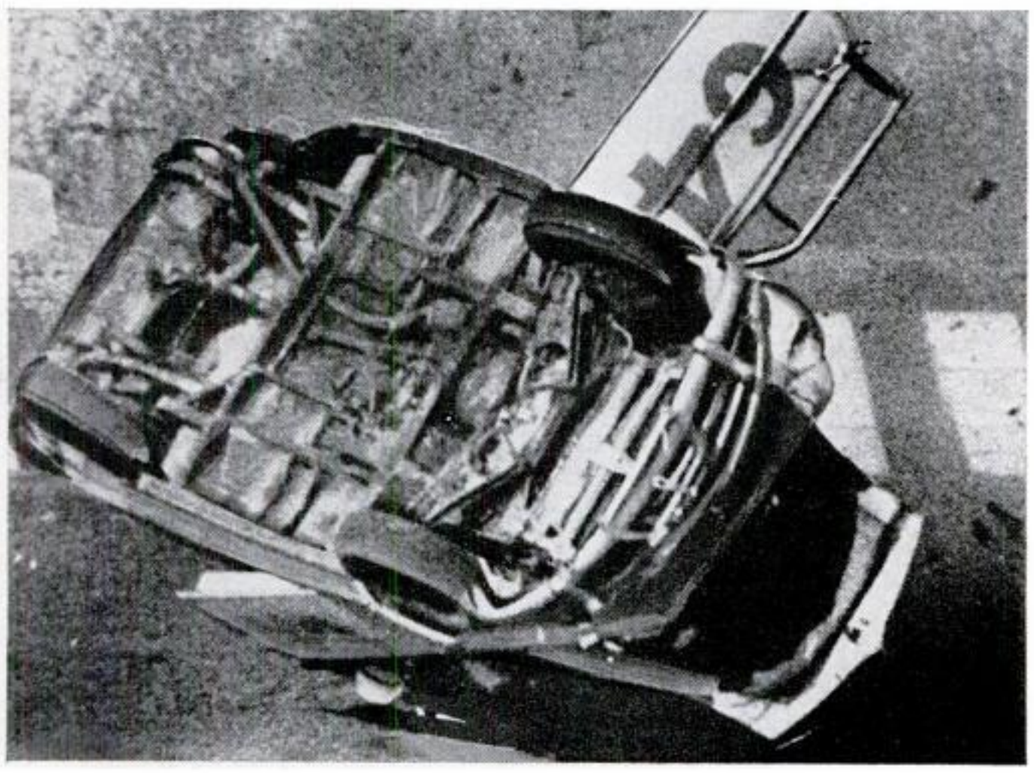
BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

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A STOCK CAR RACER GOES OUT OF CONTROL...



...CIRCLING TRACK AT GARDENA, CALIF., CAR NO. 64 FLIPS OVER. DRIVER'S HEAD COMES OUT WINDOW...



...TUMBLING CAR, THE DRIVER'S HEAD STILL OUT, IS CAUGHT BY PHOTOGRAPHER'S SEQUENCE CAMERA...



...FOR AN INSTANT THE CAR SEEMS TO BE RIGHTING ITSELF AND THE DRIVER APPEARS SAFE...

CONTINUED ON NEXT PAGE

NEW! Does everything but pour the drinks!

IT CHILLS FOOD AND DRINKS!
IT FREEZES ICE CUBES!
IT'S A TV SNACK SPOT!
IT'S A PORTABLE BAR!





"SERVEL Electric Wonderbar"

PORTABLE, SILENT REFRIGERETTE STYLED AS SMART FURNITURE



Silent as a Moonbeam!
Saves tiring trips upstairs to sickroom, nursery!



Wheel it Outdoors!
Enjoy it on porch or patio!



Holds a Party Full!
Chills all your sodas, mixers, beer, snacks!

Here's the *clever* new way to serve your guests—the *easy* way to enjoy a quiet evening at home! No need to get up from your easy chair! Just reach out—open the sleek, smart cabinet—and help yourself to ice, drinks, snacks!

5-year warranty on silent, freezing system. Just plug in—AC or DC, 12 to 230 volts. Mahogany, blond, white finishes. Bases and accessories optional. *Wherever fine appliances are sold!*

Servel

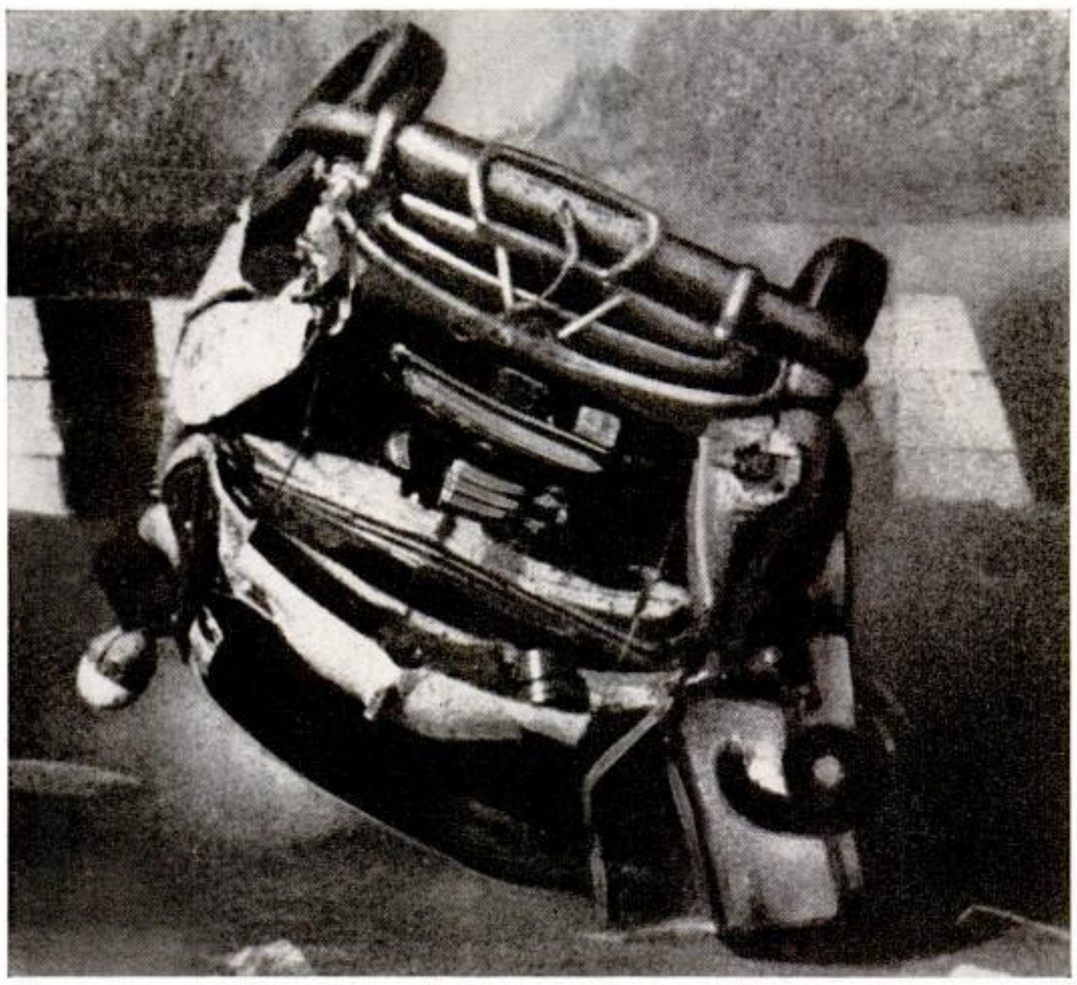
The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana
In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Canada

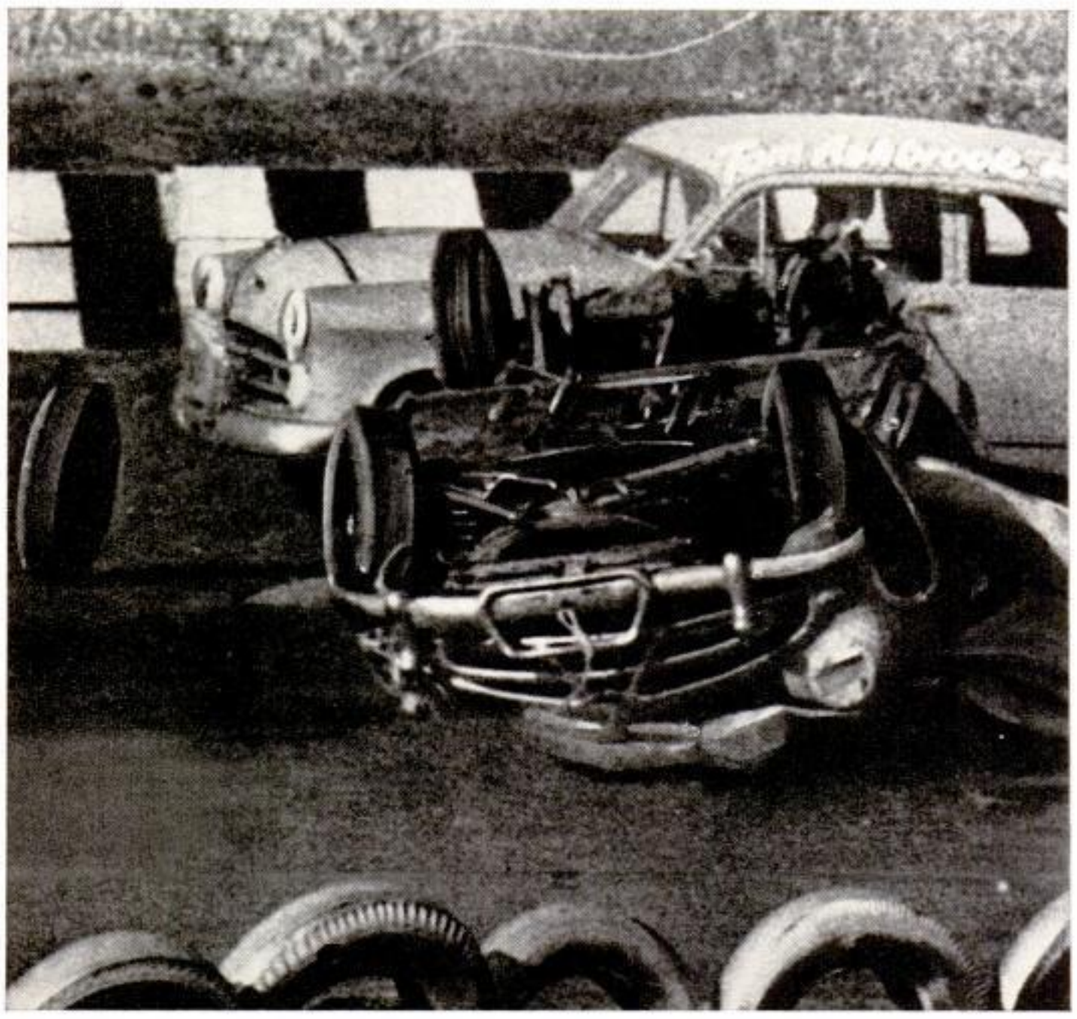
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BUT THE TUMBLING CONTINUES, DRIVER REMAINS CAUGHT AND A WHEEL GOES SCUDDING OFF (RIGHT) . . .



. . . AND ON HIS VEHICLE'S SECOND TIME OVER, THE DRIVER'S HEAD (LOWER LEFT) IS SMASHED IN . . .

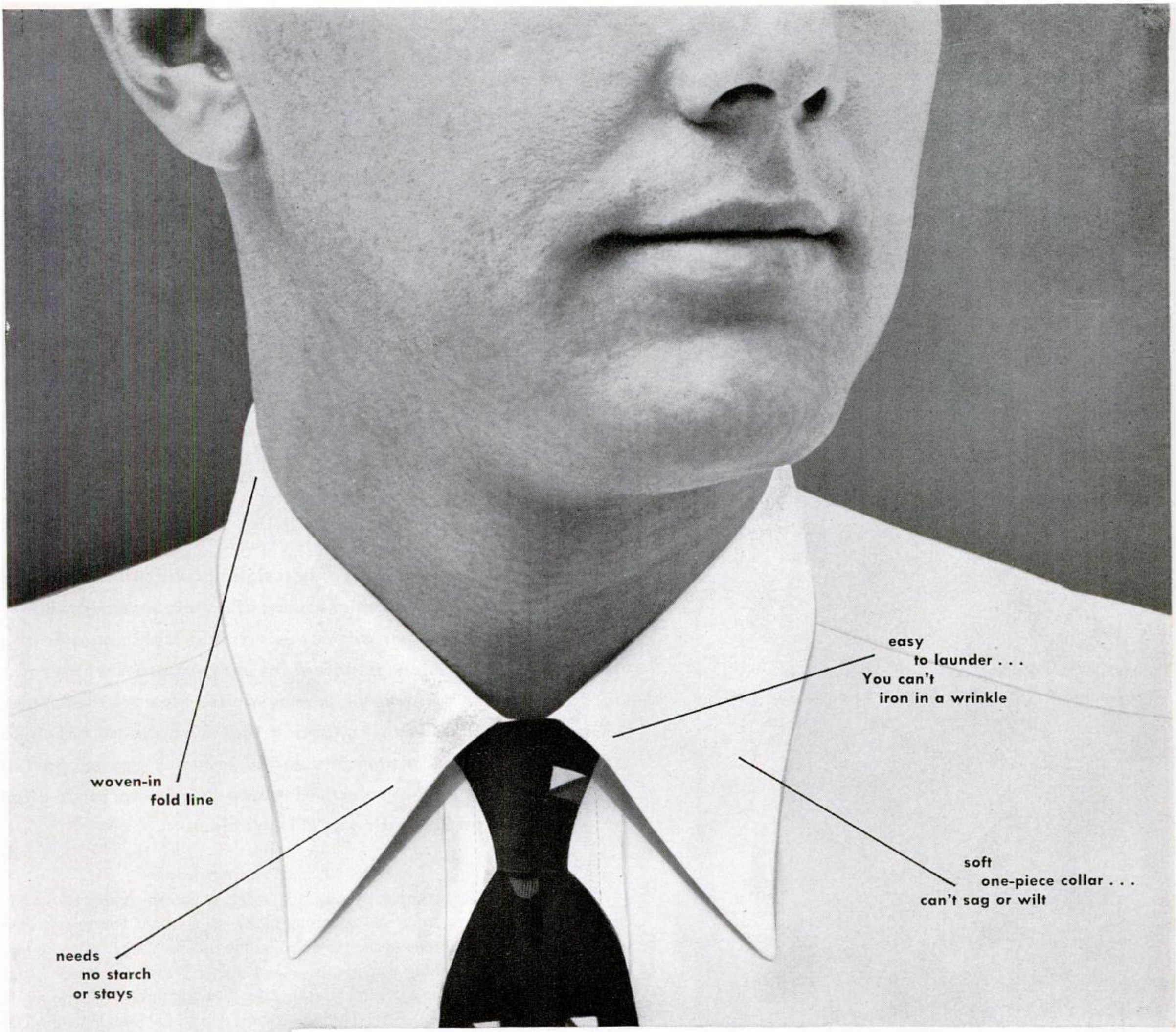


. . . AS ANOTHER RACER SKIRTS THE WRECKED CAR AND ITS LOST WHEEL COMES CIRCLING CRAZILY BY . . .

. . . HE WAS TRYING NOT TO TAKE DANGEROUS CHANCES

Before he left Pennsylvania for the national stock car speed championships, the 34-year-old driver of Car 64, Harold E. Morse, had told friends he was going to play it safe. Considering his wife and five children, he said, he would try only for third or fourth place. He was going only 85 mph after finishing the 99th lap of the 200-lap race when the rear axle broke and the fatal flip-over began.

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This is the sensational new Van Heusen Century shirt with the revolutionary soft collar that

won't wrinkle...ever!

Here is a really *new* wrinkle . . . a collar that's guaranteed *not* to!

Millions of men prefer the Van Heusen Century shirt because the collar just won't wilt. You can twist it, you can twirl it, you can bend it, you can curl it. Still it won't wrinkle . . . ever! You'll like the way it stays neat all day long.

Ladies love the Century because it's the world's easiest shirt to launder. The fold-line of the collar is *woven in on a curve.* Simply iron it flat and—flip!—the fold-line's in to stay.

But that's not all. American Laundry Institute tests have proved that The Van Heusen Century outlasts all other shirts tested by as much as 2 to 1. Which means you can practically cut your yearly shirt bill in half. No wonder Van Heusen Century is fast becoming America's favorite shirt!

Whites, **$3.95** and **$4.95;** colors, **$4.50**

Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear . . . *and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.*

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Photo ***courtesy*** *of Editions Mondiales,* ***Paris, France***

A ROAD 2,000 YEARS OLD *and still in use today, the historic Appian Way outside Rome. A network of such roads was the key to the greatness of the Roman Empire. Today, America's continued progress depends on adequate roads. The traffic muddle which threatens the efficiency of our highway transportation is of vital importance to you as a taxpayer, a motorist, and a citizen. This message proposes a way out.*

There the

Roads are not only a sign of civilization—they are one of the chief means of its advancement. But today America's roads are in a traffic muddle that threatens to defeat the very progress which roads and the motor-driven vehicle accomplished. So serious is this situation that 40 national organizations in agriculture and industry are supporting "PAR"—Project Adequate Roads—to focus effort and attention on this problem.

A nation on wheels

How completely America is dependent on good roads can be seen from the fact that today trucks haul **two out of every three tons** of the nation's commerce. They carry at some time **everything you eat, wear and use.** Even the automobile has become a commercial vehicle. Just ask any housewife whose days are spent hauling groceries and kids and shuttling Dad to and from work. And to countless salesmen and other businessmen, their cars are literally their "bread and butter".

So we can't possibly solve the highway problem by restricting car or truck use if we want to maintain our way of life.

The solution is not one of fitting the traffic to the highway. It is to **build the highways to fit the traffic.**

One-fifth of highways overworked

We've got plenty of highway **miles**—more than 3 million of them. But one-fifth of those miles are overworked. **That one-fifth carries 86% of all traffic.** Traffic tieups, annoyance, danger and death are due in a large measure to lack of wide, safe, modern mileage to fit the traffic volume over one-fifth of our highways.

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is a way out of traffic muddle!

Modernizing even that one-fifth, or about 600,000 miles of road, is going to take a lot of money. Who's going to pay the bill?

Soaking the trucks not the answer

One thing is plain—soaking the trucks isn't the answer. In fact if every dime of the net income of all the for-hire truck lines was confiscated it would be only a drop in the bucket toward paying the highway bill. The net revenue in 1951 of all the important truck lines reporting to the Interstate Commerce Commission totaled only $191,783,000. A conservative estimate of the amount needed to correct deficiencies in the national system of interstate roads is $11,973,000,000!

The trucking industry, however, stands ready to pay **its full and fair share of the funds that are needed to pay the bill for adequate highways.** Trucks are already your tax-paying highway partner to the tune of $1,250,000,000 a year. Many individual trucks pay over $3,000 a year in taxes. And the big truck in your State pays 20 to 40, or more, times as much in highway taxes as you do on your passenger car. That is as it should be, and the trucking industry isn't kicking about it. The only tax increase that is unfair not only to the trucking industry but *to you* is the costly, inefficient ton-mile or weight-distance tax—often originated and always promoted by our competitors.

Here's the program

But there is a way out of our traffic muddle if we make sure that highway use taxes **now being collected are spent only for roads . . .** roads properly designed and strategically located. Billions in road tax dollars have over the years been channeled into other governmental uses.

The Federal Government collects excise taxes on motor vehicles, tires, tubes, oil and parts . . . plus a 2-cent gasoline tax. These levies should be repealed, as promised by Congress when they were enacted in the depression. If the Federal Government got out of the gas tax business, for example, and this money went to the States, it would make over 800 million dollars a year available at once for better roads.

This program would not cost you one penny of additional road taxes.

The organized trucking industry submits this program as a practical, reasonable way to construct and maintain the highways that are so urgently needed for all.

Billion dollar time loss

America's traffic muddle is wasting over a billion dollars a year in people's time. The cost in lives cannot of course be measured in dollars and cents. If you drive a car, ride a bus or even cross a street on foot you are right in the middle of the traffic muddle. And your concern is not alone in getting places, but in getting goods to you. The flow of commerce over our public highways has been the greatest single factor in our economic progress during the past two decades, a major factor in the growth of the nation's agriculture, manufacturing and distribution.

Further progress demands intelligent modernization of our highway system. To this progress the trucking industry pledges its wholehearted support through **payment of its fair share of taxes to build and maintain the needed roads; through self-regulation to protect the roads, and through driver safety and courtesy to help make the roads safer for all.**

Working with you, this program can be accomplished. There **is** a way out of the traffic muddle!

WE'LL PAY OUR SHARE!

Truck service operates more often to more places than any other transportation system in the world. It has created new markets, new jobs, greater prosperity. It competes for business in the traditional American way of free enterprise. The organized trucking industry pledges you its sincere and continuing efforts to improve safety and courtesy, to self-police the industry and continue to pay its fair and rightful share of the highway program so vital to everyone.

Hallet J. Carey

President, American Trucking Associations

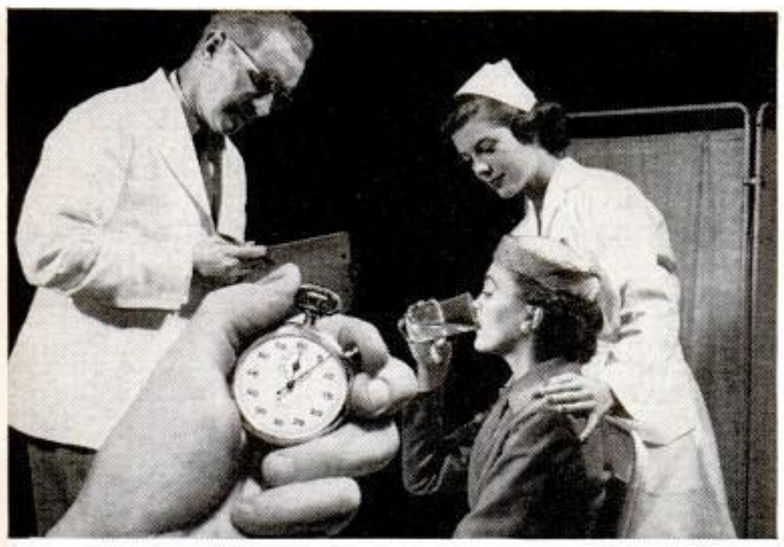
American Trucking Industry

American Trucking Associations, Washington 6, D.C.

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For Upset Stomach due to nervous and acid indigestion Bromo-Seltzer works Best!



CLINICAL TEST SHOWS BROMO-SELTZER WORKS FAST! In recent clinical research, nurses confirmed that Bromo-Seltzer gave fast, thorough relief from upset stomach due to nervous and acid indigestion. Actually, Bromo-Seltzer gave relief up to twice as fast as other leading remedies tested.



CONTAINS ONE OF THE FINEST INGREDIENTS KNOWN TO DOCTORS! Bromo-Seltzer contains sodium citrate—one of the most dependable ingredients known to doctors for the relief of stomach acidity. This ingredient is found in most hospital dispensaries across the country.



PLUS A GENTLE, NERVE-SOOTHING INGREDIENT! Of all leading stomach remedies, only Bromo-Seltzer relieves nervous tension so often associated with upset stomach. Next time, take sparkling, refreshing Bromo-Seltzer for prompt relief of nervous and acid indigestion.

America needs nurses desperately . . . Enroll as a student nurse.

Better for Headache Too!

Because only Bromo-Seltzer gently soothes nerves while it promptly relieves pain, it works best for 9 out of 10 simple headaches. For best results use cool water. Follow the label; avoid excessive use.

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So

versatile!

Opaque

nylon

tricot*

blouses

by

Judy Bond

*Tub-loving nylon tricot fabrics

by william WINKLER

Judy Bond, Inc., 1375 Broadway, New York 18. In Canada, 1030 Saint Alexander St., Montreal 2.

LESLIE CARON CONTINUED



HARASSED HEROINE in *Lili* stumbles awkwardly around a country carnival trying to wait on tables while glamorous creatures cavort behind her.



HAPPY LILI finds chance to tell all that is on her mind to the only creatures which seem to understand her heartaches: a group of figures in puppet show.

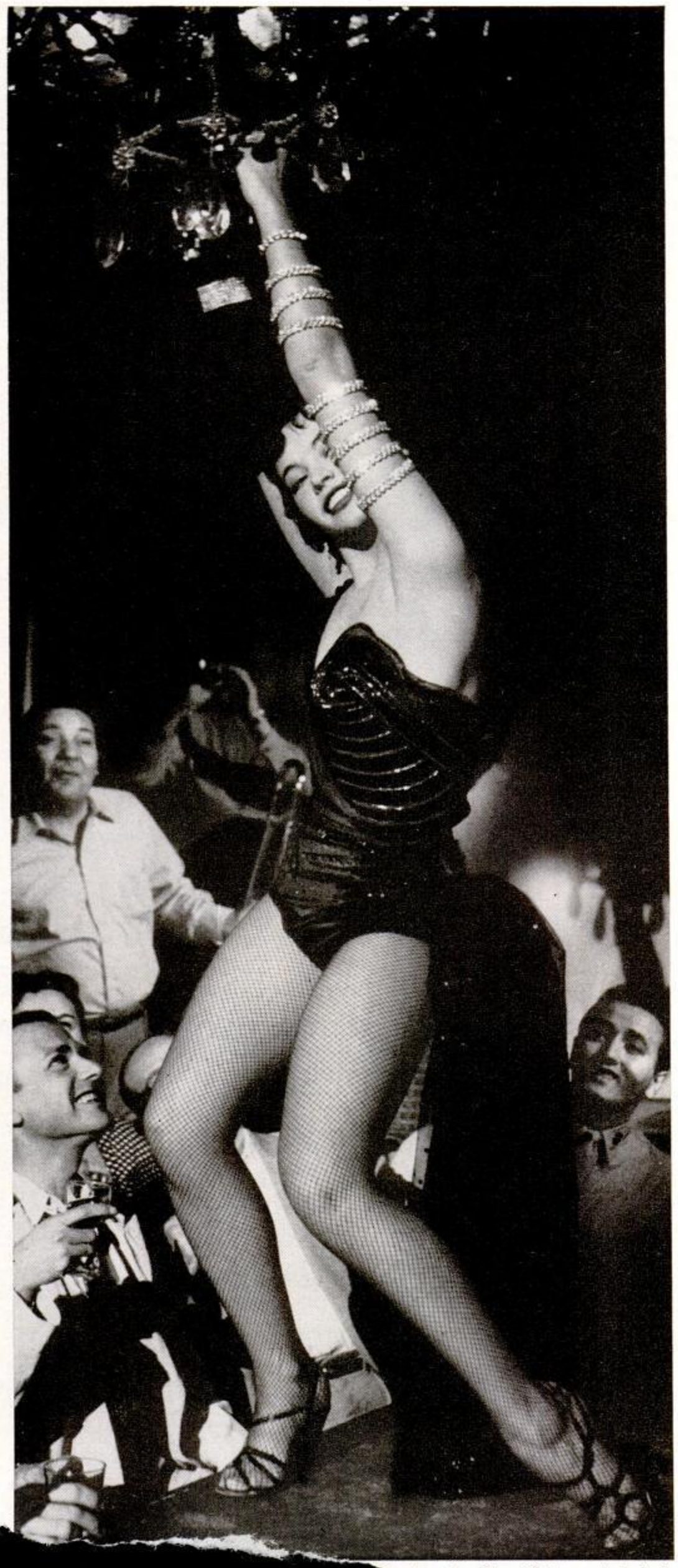


ECSTATIC LILI dan
ing, self-pitying

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MOVIES

The Two Looks of Leslie Caron



...iner in a New Orleans nightclub, ...n of a bar in *Glory Alley*.



MOUSY IS THE WORD FOR LESLIE IN TITLE ROLE OF HER NEW FILM "LILI"

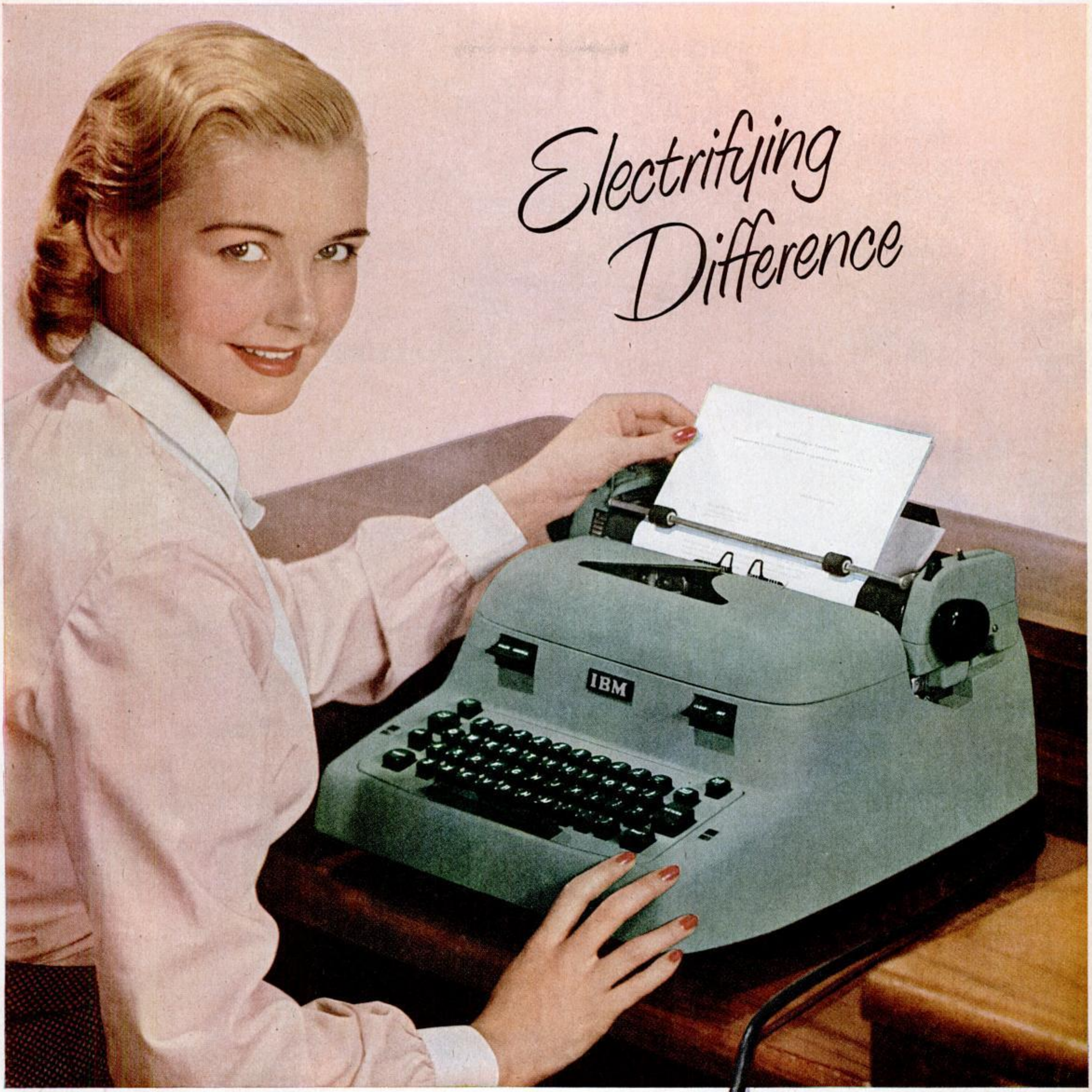
SHE CAN BE WICKED OR WISTFUL

Leslie Caron, a 21-year-old French dancer, was both peppy and appealing when she made a triumphant screen debut in last year's Academy Award winner, *An American in Paris*. Her pleased employers, Metro-Goldwyn-Mayer, decided to let her show off both qualities in subsequent roles. First they put her in a standard-starlet glamour role in *Glory Alley* (*left*), but it set up no tremors in the hearts of audiences. Then they had a 180° change of heart and cast Leslie as the heroine of *Lili* (*above*), an orphan girl of the most forlorn and ragamuffin variety. It is a sentimental, pleasant, lightweight movie. Leslie's woebegone funny-face and her awkward, heartfelt ways make it a total delight whenever they are on the screen.

CONTINUED ON NEXT PAGE

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Electrifying Difference



You know it the instant you touch the keys . . . how much easier the IBM Electric Typewriter operates.

You see with your first line of typing how much clearer and neater your letters will be.

You realize quickly how much more time you'll have for other important things . . . how much fresher and less fatigued you'll feel at the end of the day.

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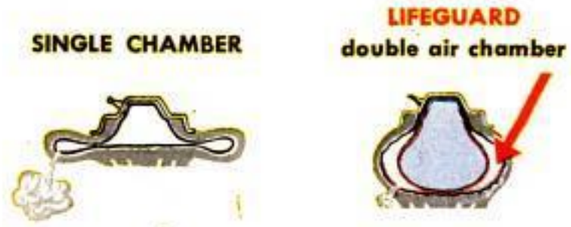
Which man just had a blowout?



BOTH OF THEM!

But only *one* man is in danger! When *his* single-chamber tire and tube ripped open, his car dropped to the rim and lurched out of control! He's lucky if he has no more serious results than an expensive repair bill. He could end up in the hospital.

The other man is coming to a safe, controlled stop on double-chamber LifeGuard Safety Tubes. When the outer chamber blew, he still had a lifesaving reserve of air in the *inner* chamber. Only the LifeGuard gives blowout protection proved by 18 years and millions of miles of driving!



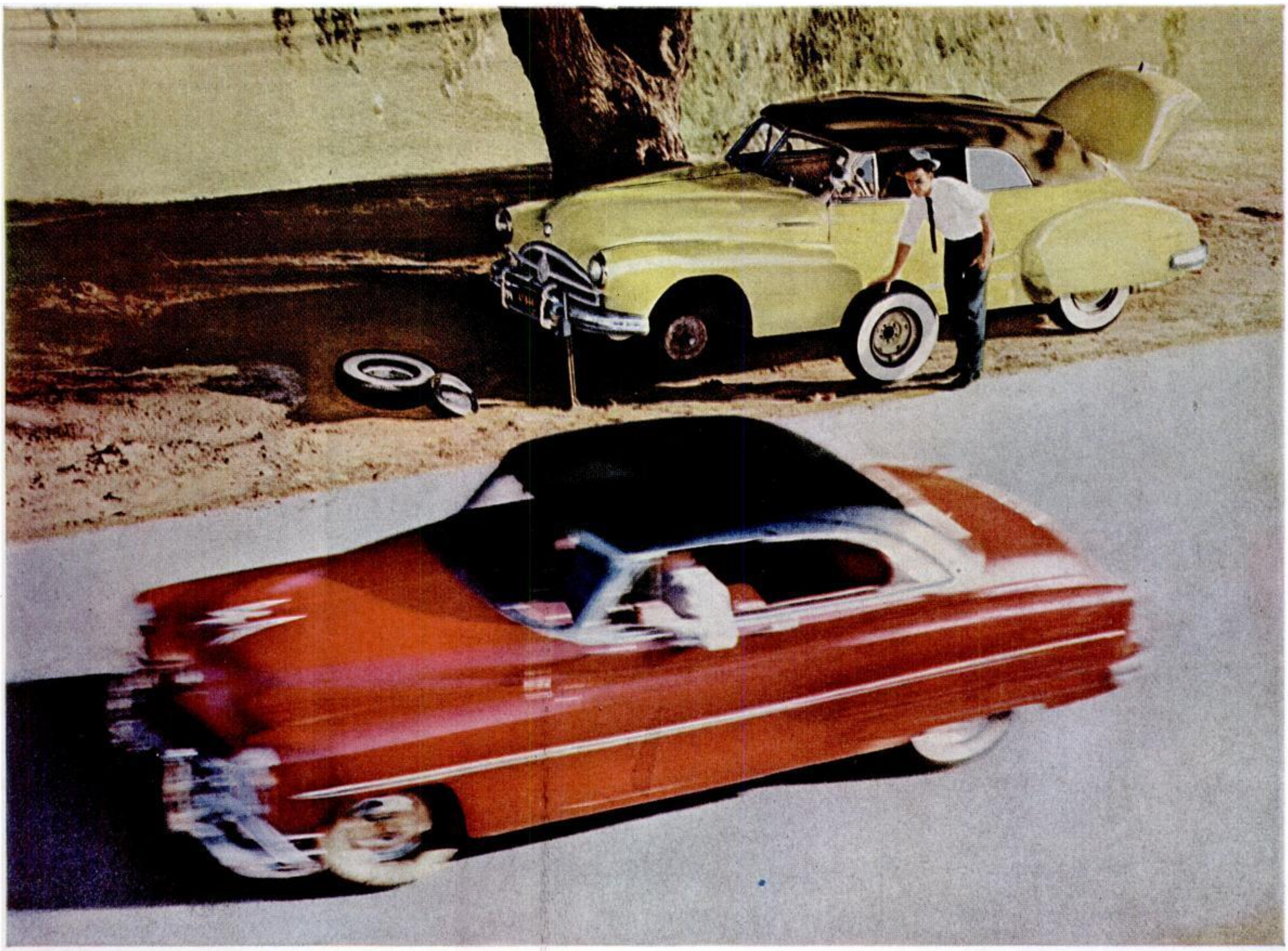
BLOWOUT-SAFE! PUNCTURE-SAFE!

THE ONLY 100,000-MILE RE-USABLE PROTEC

NEW LIFEGUARD SAFETY TUB

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Which man had a puncture?



BOTH OF THEM!

But only *one* man has the dirty job of changing a tire. The other man is riding on puncture-sealing LifeGuard Safety Tubes. He'll merely pull out the puncturing object. The puncture-sealant will flow in and seal the hole without loss of air pressure.

You save 20% to 43% with New LifeGuards. For you can re-use them in 3 or more sets of tires for 100,000 miles or more. They'll fit your present tires. Or have them installed when you buy your new car. You'll get full value for the regular tubes, and you'll never notice the small extra monthly payment.



1. SEALANT FLOWS AROUND NAIL.



2. SEALANT MENDS PUNCTURE.



For the longest mileage, the safest mileage, the most comfortable ride on wheels, get Goodyear tires. And for blowout-safe, puncture-safe driving, equip them with new LifeGuard Safety Tubes. Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to PAR.

by GOODYEAR

LifeGuard, T. M. —The Goodyear Tire & Rubber Company, Akron, Ohio

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When a shopping trip



makes you late



to get dinner



QUICK! CHEF BOY-AR-DEE®

SPAGHETTI and MEAT BALLS

Ready to heat! Real Italian-style! Next time you're pressed for time, let a Chef do the heavy cooking for you. Serve famous Chef Boy-Ar-Dee Spaghetti and Meat Balls.

The spaghetti is made of choice durum wheat, cooked deliciously tender, but never mushy. There's lots of tasty, tomato-rich sauce, made by the Chef's real-Italian recipe. The meat balls are specially braised to keep in their natural juice.

It's a real spaghetti-lover's meal. Try it soon!

ABOUT 15¢ A SERVING

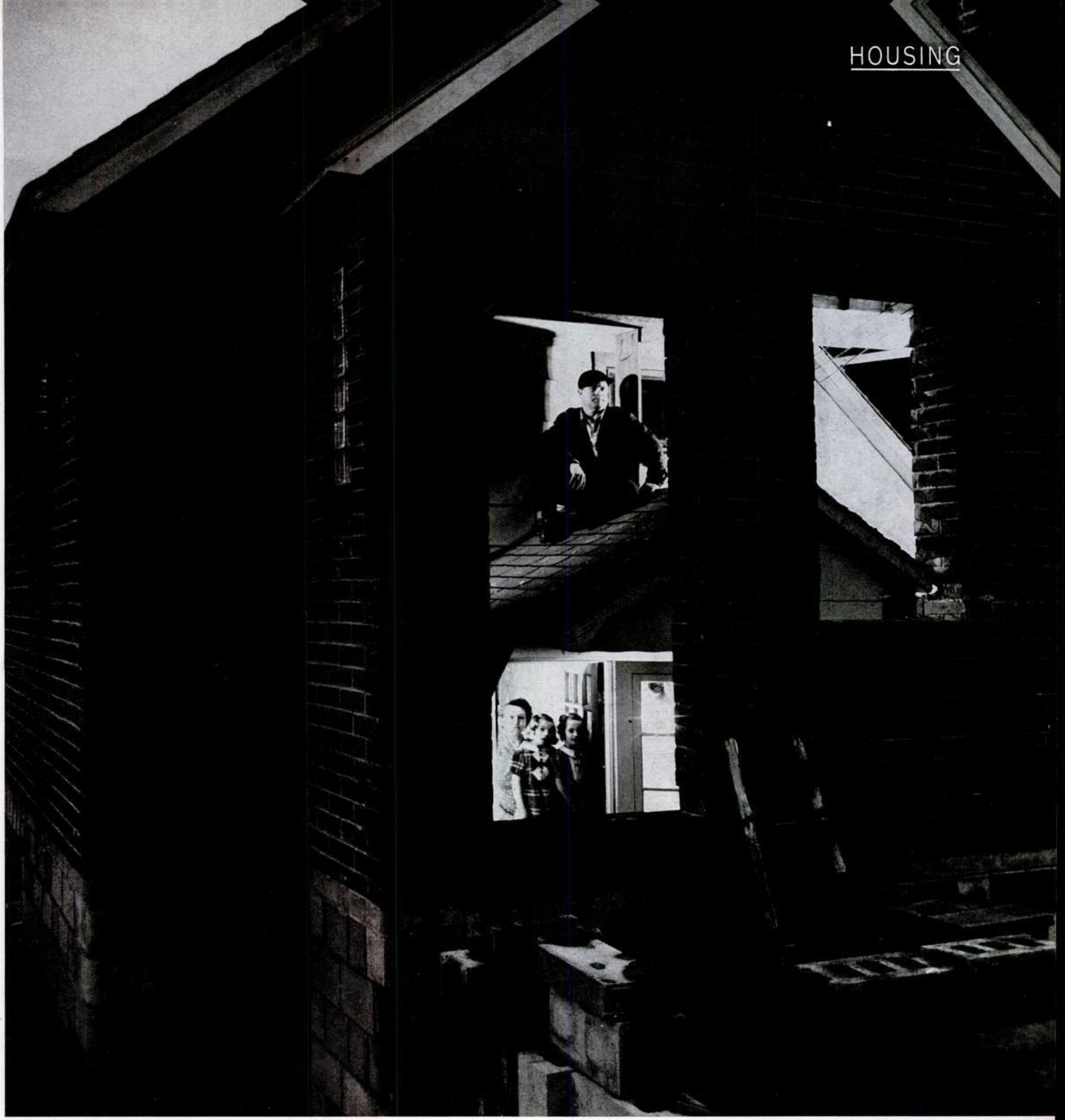
to save time and money make one night a week "CHEF NIGHT"

Spaghetti and Meat Balls • Beef Ravioli
Spaghetti Dinners • Sauce with Meat
Sauce with Mushrooms • Sauce with Meat Balls
Spanish Sauce



Enjoy all the **CHEF BOY-AR-DEE FOODS**

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LEAMON LANE, ON PORCH ROOF OF OLD HOUSE, AND WIFE AND DAUGHTERS ON PORCH BELOW, LOOK THROUGH DOOR OF THEIR NEW BRICK-COLORED HOUSE

HOUSE WITHIN A HOUSE

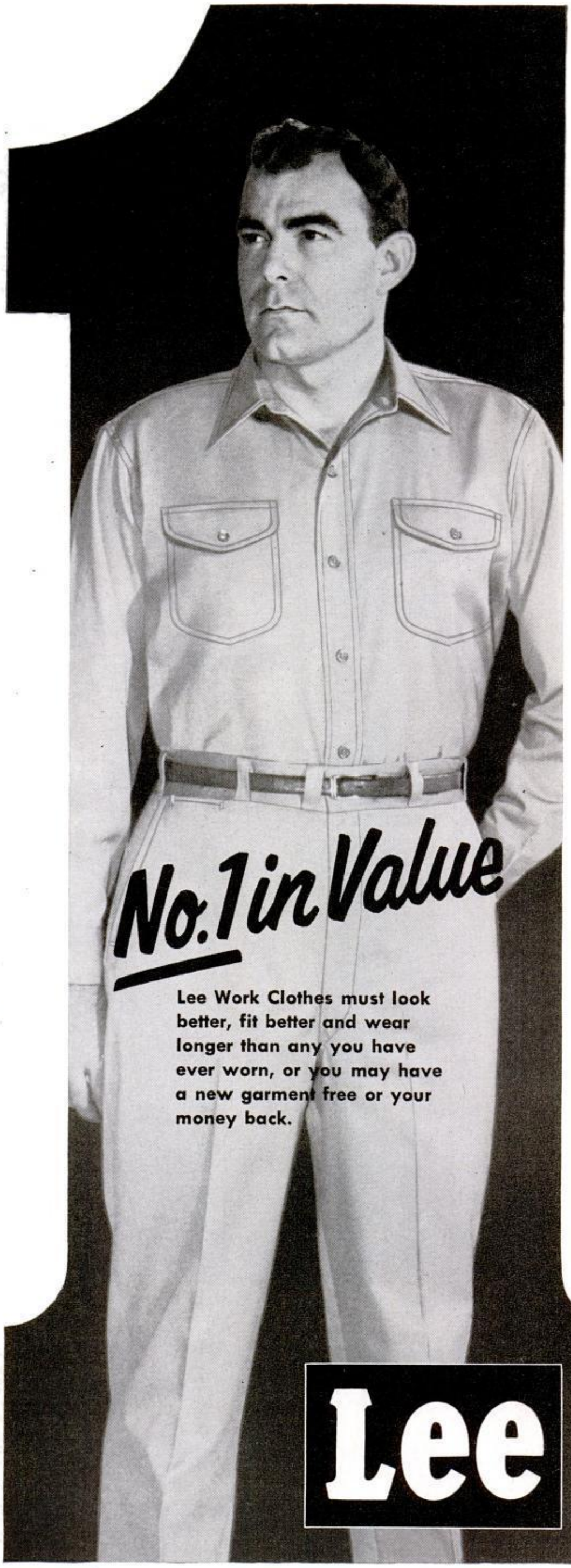
Imaginative Maryland truck driver comes up with novel way to beat the high cost of home building

Leamon Lane, a truck driver for the Baltimore County (Md.) Highway Department, needed better housing for his wife and two small daughters than their tiny frame house which was being masticated by termites. Low on money but high on imagination, Lane was overtaken in 1951 by an idea: why not jack up the old house and build the new one right around it? He figured he could use the same plumbing and heating connections and save $1,000—and yet live in the old house while building the new.

By last week, with walls, roofs, windows and door openings done—Lane himself doing most of the building—the family was living happily in a house within a house. Soon they would start knocking down the old three-room house and taking it, bit by bit, out of the new five-room one. Living in two houses was little different from living in one except that on dark days the lights had to be turned on—and that sometimes the four Leamon Lanes were overtaken with a slight case of claustrophobia.

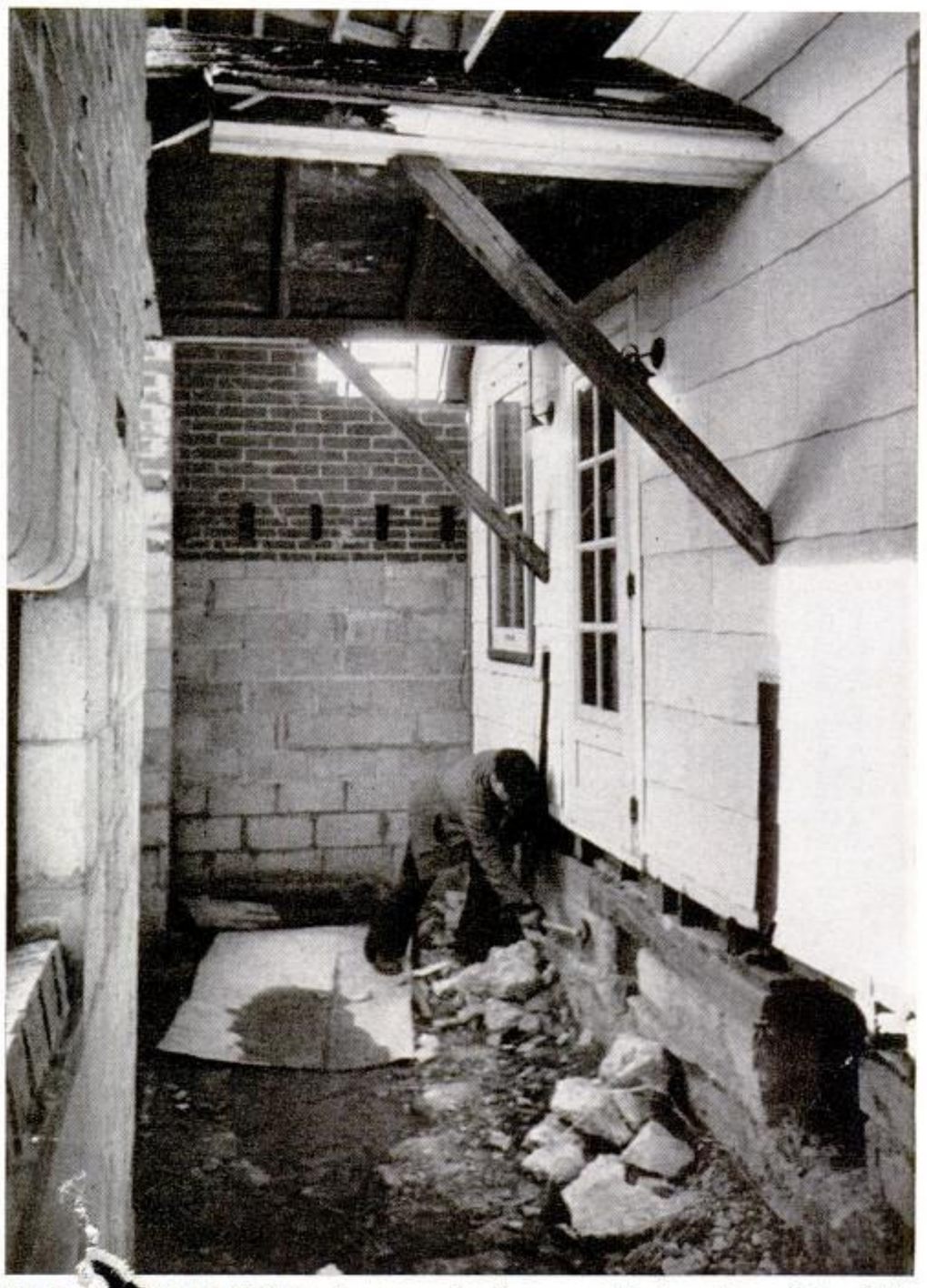
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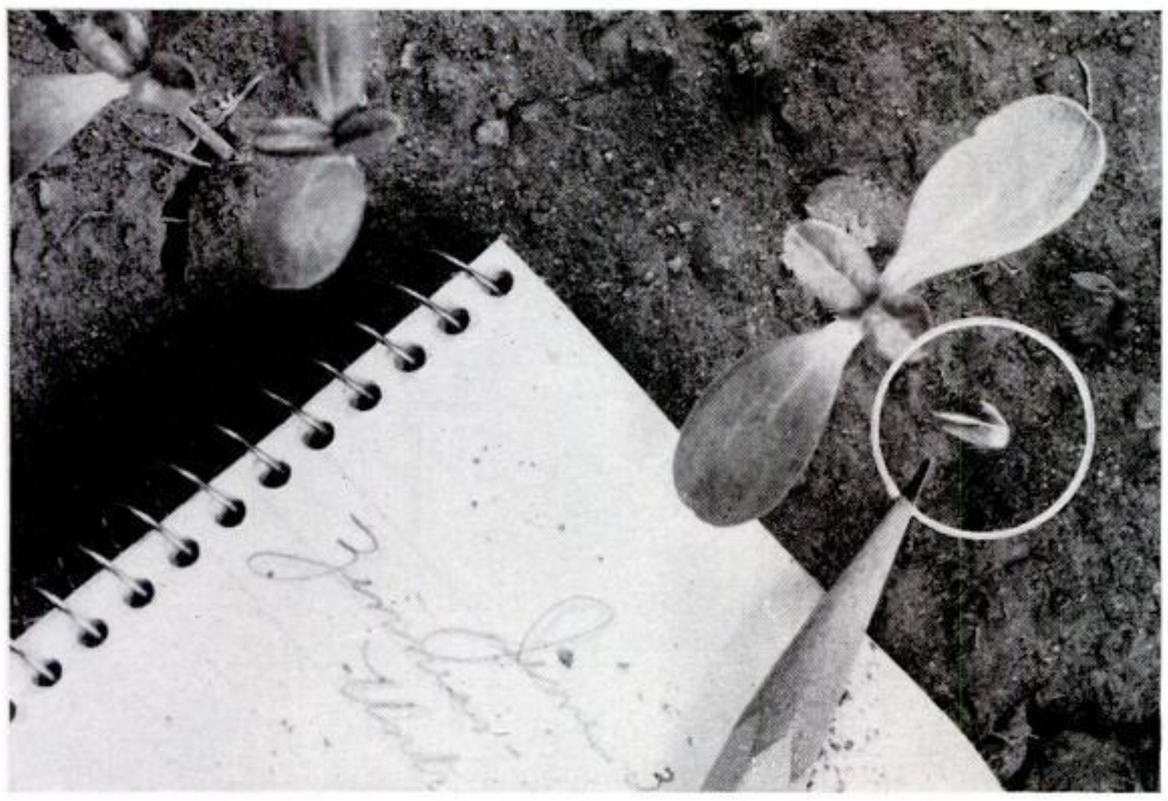


OLD CHIMNEY, poking through roof at Lane's feet, will be extended through new roof. Lane is doing all building except for concrete block walls.



OLD F IDATION is dug away by Lane—or that portion of it which hasn't already been removed by termites. Old house is supported by 24 jacks.

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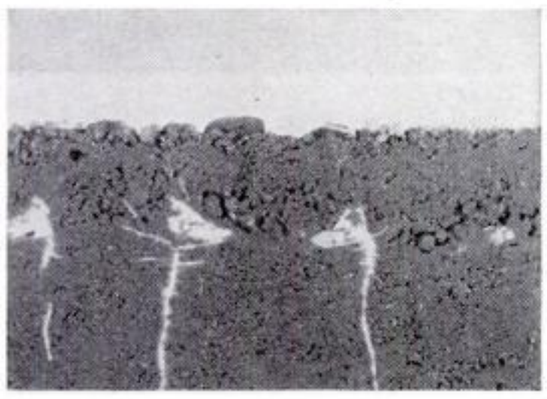


Zinnia seeds, planted in *untreated soil*, came up like this. Note surface cracks caused by ground hardening and drying out — also stunted plant struggling to break through crusted soil surface.

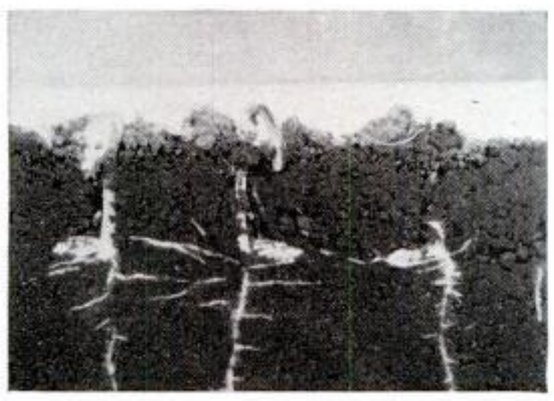


Zinnia seeds, planted at the same time in *Krilium-treated soil*, came up like this. Note that more and healthier-looking plants have found it easy to emerge through loose, crumbly soil structure.

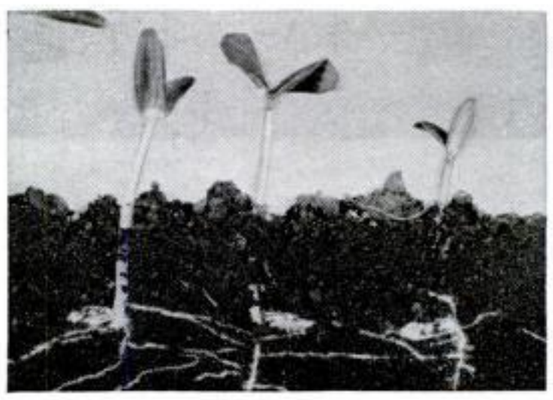
STEP-BY-STEP RESULTS OF KRILIUM SOIL CONDITIONING



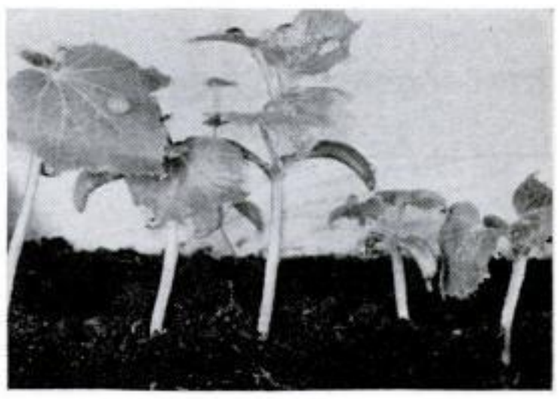
This "profile" photograph shows early stage of germination in Krilium-treated soil. Note loose, crumbly structure.



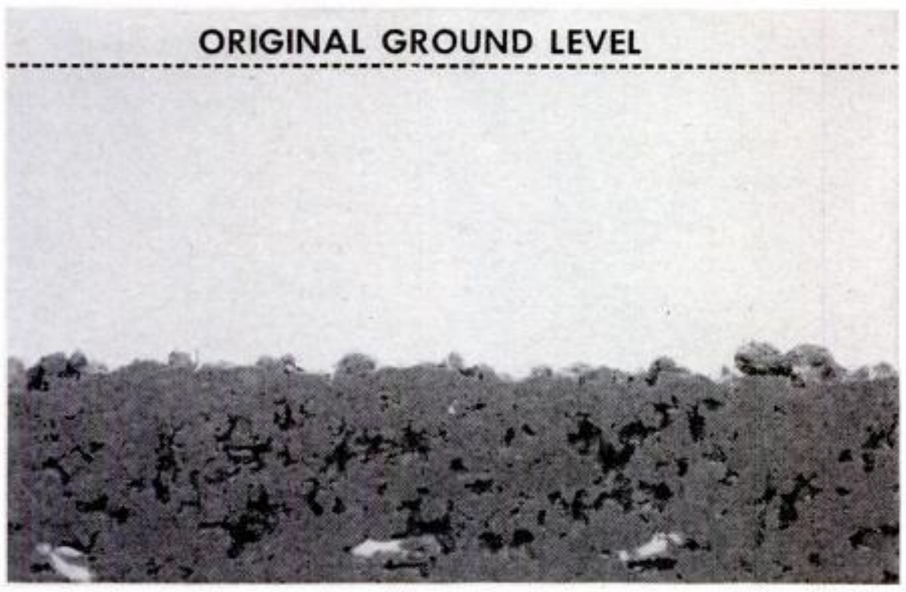
How root formation and the beginnings of free and easy emergence are encouraged by proper soil structure.



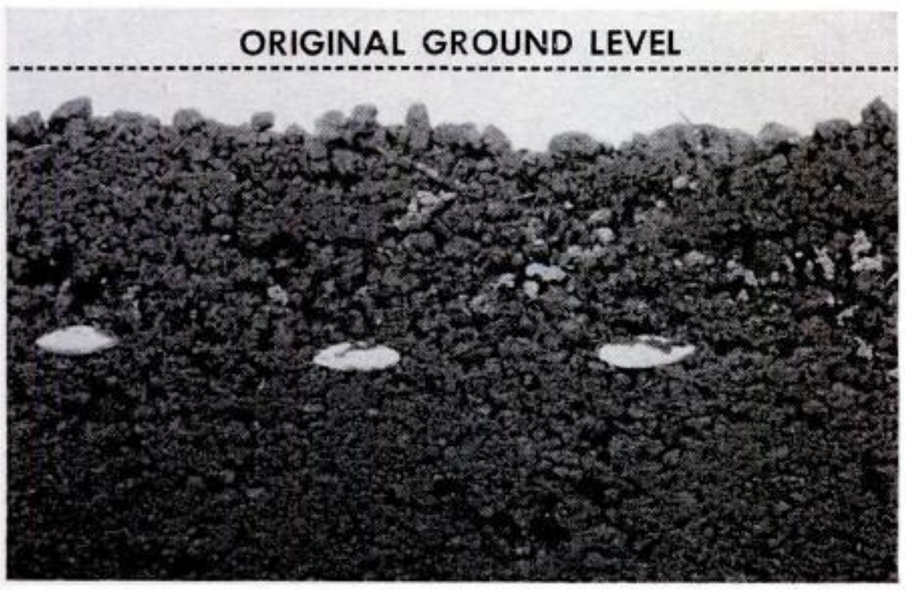
Showing completed emergence and the formation of a strong, healthy root growth. Plants are firmly established.



Note the healthy starts for vegetables and flowers assured by Krilium soil conditioner. Gardening becomes a pleasure!



These two pictures, top and bottom, show the big difference Krilium makes when applied to "problem" soil. The soil in both pictures is exactly the same. The top picture shows *untreated* soil 24 hours after watering. Note how it has packed and caked. The bottom picture shows *Krilium-treated* soil 24 hours after watering. Note how it remains loose, crumbly and porous.



New way to get more from soil

For centuries, man has taken a living from the soil without bothering overly much about paying back even a part of what he took away . . . Result is that a great deal of soil now devoted to lawns, gardens and flowers is in poor *mechanical* shape—not able to properly support healthy plant life as it once did. Soil scientists describe such problem soil as being "poorly structured." This simply means that it packs, cakes and cracks following normal rain, sunshine and weathering—often gets hard as a brick—therefore doesn't give plants much chance to thrive and grow.

Now, such problem soil can be maintained in a condition which is much more "friendly" to seed germination, root formation and seedling emergence. Krilium soil conditioner does it! When mixed into soil that has been prepared as usual for seeding, *Krilium keeps soil in loose, porous, crumbly condition.* The effect lasts for years—makes soil easy to work—assures the three basic factors necessary to strong, healthy plant development—(1) A highly favorable *start* for seeds, (2) The ready absorption of *water*, (3) A chance for *air* to circulate below ground level. (Pictures on this page tell part of the Krilium story.)

Try Krilium and see how problem soil responds when you give it a little attention. Get Krilium at dealer's in 1-lb. and 5-lb. garden-mixture packages—in 10-lb., 25-lb. and 50-lb. full-strength packages for treating larger areas . . . MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Mo. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

Krilium: Reg. U. S. Pat. Off.

NEW LOW PRICE, KRILIUM GARDEN MIXTURE—5-lb., $4.95 . . . 1-lb., $1.39

Krilium
SOIL CONDITIONER

Helps Germination, Root Growth, Emergence • Maintains Loose, Porous, Crumbly Soil

A Product of Monsanto Chemical Company



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SERVING INDUSTRY WHICH SERVES MANKIND

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"You're looking at spring's most

Becoming Attractions"

says lovely CELESTE HOLM, enchanting
star of stage and screen

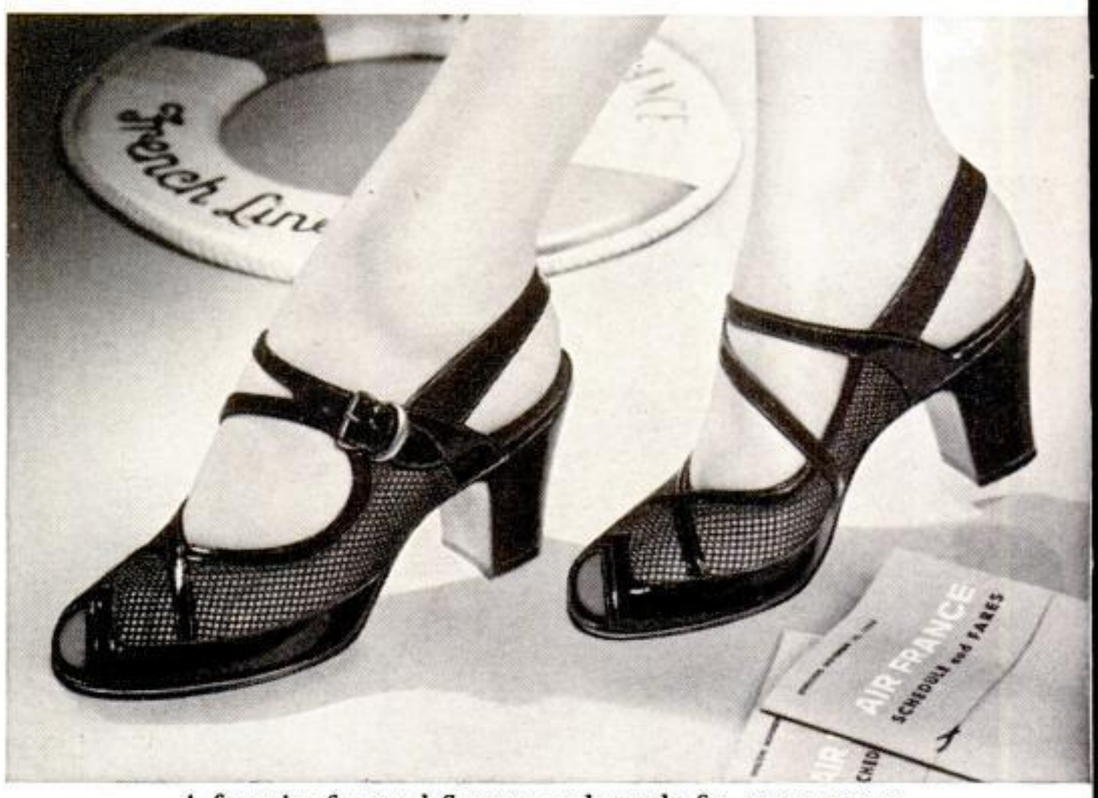
"It's the *becoming* fashions we all look for, isn't it? The hat, the dress, the shoes that do something *for us* . . . that let us feel so confident, so sure of ourselves when we look in the mirror. More than ever, this spring, I feel the makers of Red Cross Shoes have come up with styles millions of smart American women will find most *becoming*. Do see them soon. They're *so* pretty . . . so soft and flexible, too. I'm sure you'll love them."



Newly bare and banded—THE RENDEZVOUS. Most becoming.



THE STARLIGHT. Ever so light, soft and flexible.



A favorite for cool flattery and gentle fit—THE RIVIERA.



New version of the shoe beloved by millions. THE CHATEAU.

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The United States Shoe Corporation, Cincinnati 7, Ohio. These Shoes are manufactured and distributed as Gold Cross Shoes in Canada by B & L Shoe, Ltd., in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes"

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"I just love THE PERFECTION," says Celeste Holm, "because it's so soft, supple and glove-fitting."



THE BREEZEWAY and THE GARLAND. Two light, cool sandals in nylon mesh.



Ultra-flexible. THE DIXIE. Tailored pump that fits beautifully.

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EASIEST TO DRIVE AND THIS IS WHY

There are engineering reasons for every benefit your new Chrysler Corporation car offers you



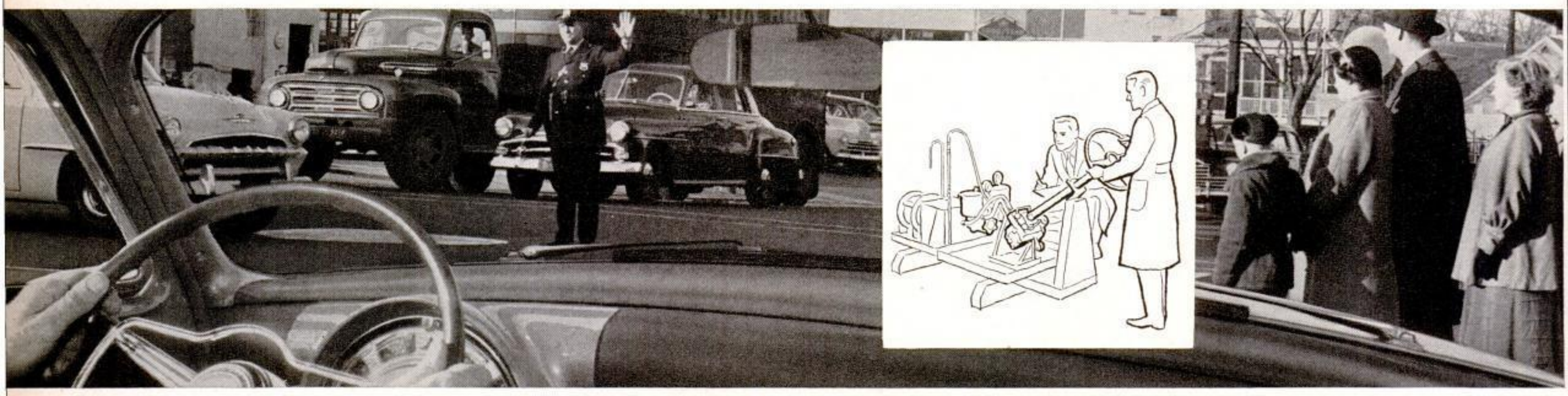
SITTING IS A NEW EXPERIENCE in the 1953 Plymouth, Dodge, De Soto and Chrysler. Here you ride comfortably relaxed, not all hunched up. On Comfort-Level seats, you can wear your proudest hat without ducking!

THERE ARE REASONS. Testing and studying for years, Chrysler Corporation engineers and coachwork designers developed a new way to "spring" your car that makes your ride steadier, more truly balanced than was possible before. There's plenty of head and shoulder room. Your seeing area has been increased as much as 15%, too.



THE ENGINE COMES ALIVE as you turn the starter key and immediately you know your ride will be an easy one. Taking the toughest hill, or in the tightest city traffic, there's power to spare at your every command.

THERE ARE REASONS. Up mountains, across deserts, along forsaken back roads, grueling road tests are a major part of the development of every Chrysler Corporation engine — the dependable sixes, the advanced design hemispherical combustion chamber V8's. Almost three million miles a year are clocked by Chrysler test drivers.



EASY DOES IT. At a tangled downtown intersection, or out on the bounciest country road, you steer without strain. Available on Chrysler and De Soto, full-time Power Steering makes steering your car easy as dialing a phone.

THERE ARE REASONS. Careful oil pressure tests are part of the behind-the-scenes development of full-time Power Steering. This popular Chrysler Corporation exclusive relieves you of 80% of your normal steering effort. And another Chrysler advance, Power Braking, uses engine power to make braking easier and quicker for you, too.

Back of every development that makes your Chrysler Corporation car so easy to drive are the talent and experience of engineers, scientists and technicians with the one aim—to produce fine cars of superior worth.

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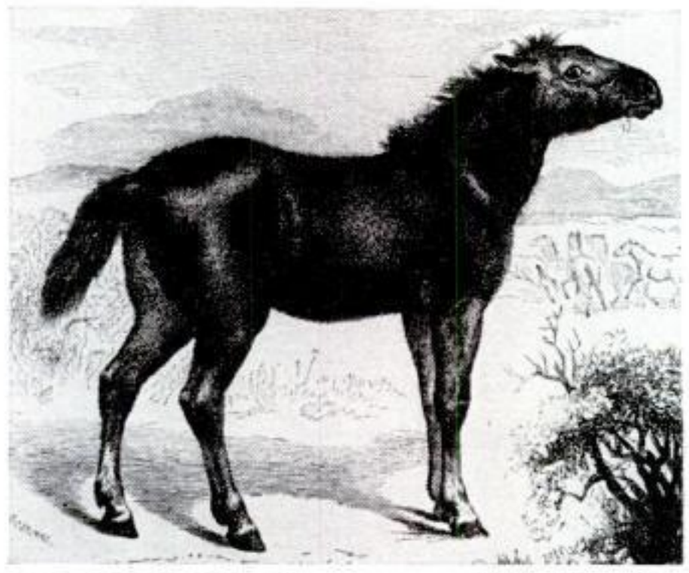
PONY-SIZED "TARPANS" PRODUCED BY BREEDING EXPERIMENTS WARILY APPROACH ORDINARY MODERN HORSE

EVOLUTION BACKS UP

German geneticist resurrects extinct Stone Age horse by 'reverse breeding'

Scientists trying to reconstruct prehistoric animals usually have to content themselves with skeletons, stuffed imitations or drawings. But the director of the Munich, Germany zoo, after 30 years of unorthodox breeding experiments, has artificially "reversed" evolution and produced a herd of living animals that look just like those hunted by Stone Age men.

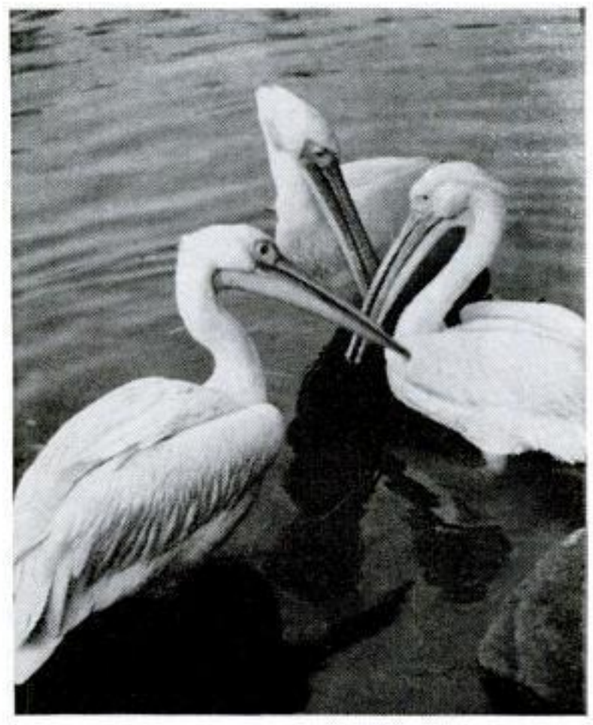
On their cave walls 15,000 years ago the Stone Agers painted pictures of small, gray-furred, striped-legged, moose-nosed animals called tarpans. They were miniature prehistoric relatives of the horses of today. Fierce and hardy, they roamed wild across Europe, surviving until the late 1800s, when the breed finally disappeared.



OLD DRAWING of tarpan was published in a German book in 1862, before the breed became extinct.

In 1928 Geneticist Heinz Heck grew curious whether he could de-evolutionize or "back-breed" modern horses to the extinct tarpan. He painstakingly studied skeletons, cave paintings and more recent drawings (*below*) to learn their characteristics. Then, seeking out horses who retained traces of these characteristics, he began his cross-breeding operations with wild horses from Asia and tame ones from Iceland. After five generations, he succeeded in reproducing a "tarpan." Today he has placed five of his "throwbacks" in other zoos, still has 12 more in his own pastures. Each one is gray-furred, striped-legged and moose-nosed and, apparently, suspicious (*above*) of larger, modern horses.

CONTINUED ON NEXT PAGE



BUT DARLINGS—THEIR PARTIES ARE TERRIBLE!



NEXT TIME SERVE KING —IT'S THE BLEND THAT TASTES THE BEST!



FOR SMOOTHER, MILDER, LIGHTER DRINKS STEP UP TO THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

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This 20-year background of electronic experience

Amazing picture clarity! Sound that defies interference and comes to you *studio-clear!* This is Hallicrafters quality—quality born of experience—20 long years—in building more military-type communications equipment than all other manufacturers combined. Equipment that cannot fail where lives are at stake. No wonder 33 governments choose Hallicrafters for vital communications.

Feature after feature assures the finest performance your dollars can buy. The 3-stage Range Control provides finest picture for your location.

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See Hallicrafters TV—today. Compare carefully with other sets. Then you'll *see* and *hear* the difference. Own Hallicrafters TV and know you have invested in superb quality—the reward to you of Hallicrafters 20 years in precision electronics!



21" Hallicrafters—clear picture housed in rich, mahogany-finish, contemporary cabinet. See this Model 1085—and see the difference! *Hallicrafters TV is priced as low as $199.95!*



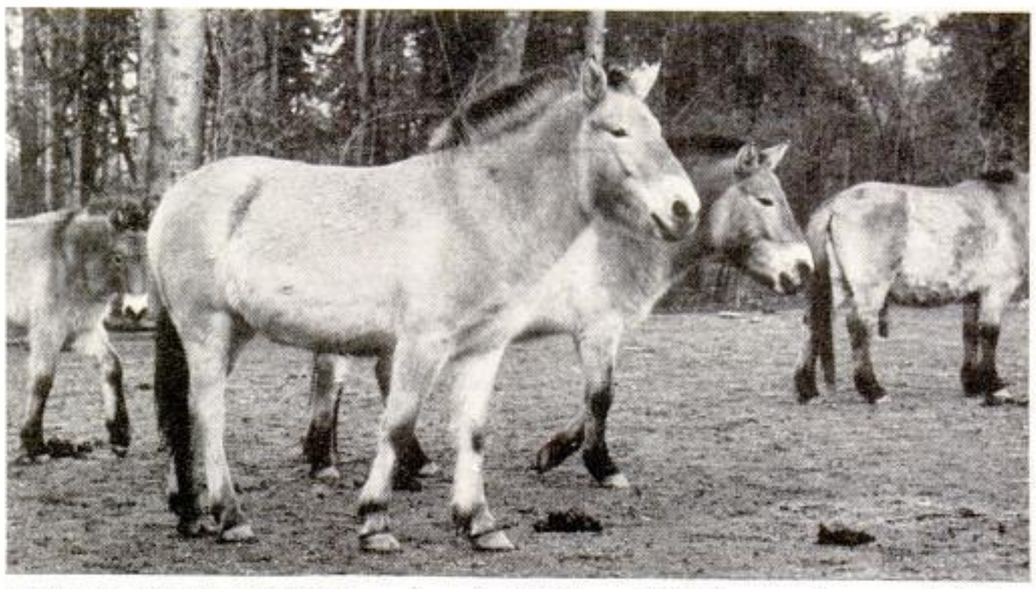
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You roam the world at will, wherever you are. 8 bands take you to the far corners of the earth. One more example of Hallicrafters superiority in the field of precision electronics!

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World's Leading Exclusive Manufacturer of Communications, High-Fidelity, Radio and Television



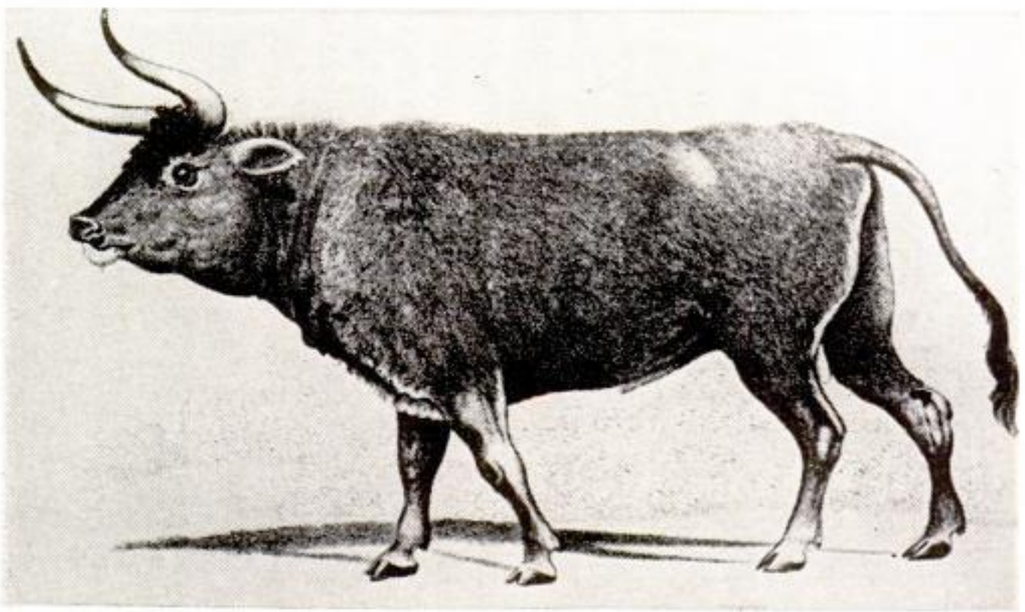
ASIA'S WILD HORSE, a four-foot-high reddish-brown horse called the Przewalski, was used as Heck's first step toward tarpan. Few are left in world.

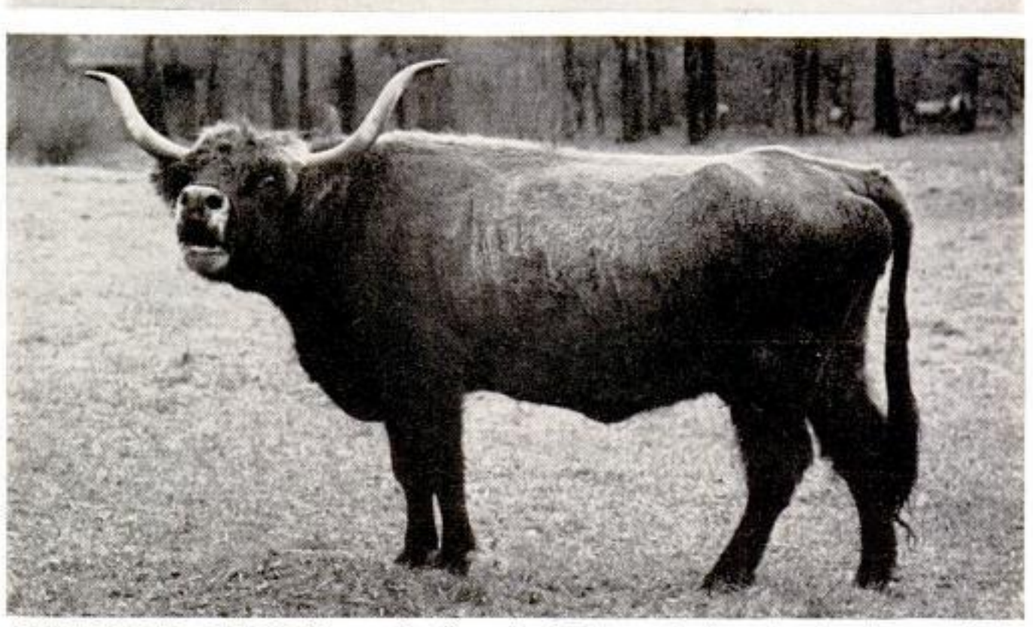
'I SATISFIED MY CURIOSITY'



GENETICIST HEINZ HECK

When Heck set out to reverse evolution and re-create the Stone Age horse, he was fresh from college. But he already had had years of experience with animals. He was the grandson of a zoology professor, son of the Berlin zoo director, and early formed opinions about genetics. "I knew from observing animal life," he says, "no animal need be gone forever if there is somewhere any animal containing any characteristic of the extinct animal." In his experiments Heck has not limited himself to horses. He has back-bred modern cattle to reproduce facsimiles of their heavy, lumbering forebears (*below*). "I used almost every kind of beef animal on this earth, mixed them and shook them well, sometimes with hair-raising results as far as breeders are concerned, always selecting the most backward specimens among offspring." Heck does not claim any domestic uses for his herds of "aurochs" and "tarpans." "I was curious," he explains like a true scientist. "And I satisfied my curiosity."





ANCESTOR OF COW was beefy animal shown in drawing (*top*) named the aurochs. It became extinct in 1627. At bottom is "aurochs" that Heck bred.

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"CANYON COLORS" — Correct for Spring 1953 — Left: No. 4160. Center: No. 4142. Right: No. 4158 — Available at Jarman dealers — $9.95 to $16.95 most styles — Jarman Shoe Co., Nashville, Tenn., Div. of General Shoe Corp.

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New Packard CLIPPER

For Big-Car Value at Medium-Car Cost!





SINCE the exciting new *Packard CLIPPER* was first shown a few weeks ago, the public response has been far beyond expectations—making the *CLIPPER* the biggest news of the motorcar industry!

NOW YOU CAN ENJOY all the many advantages of Packard experience, engineering and skill in an entirely new line of fine automobiles that offer you *big-car value at medium-car cost and economy!*

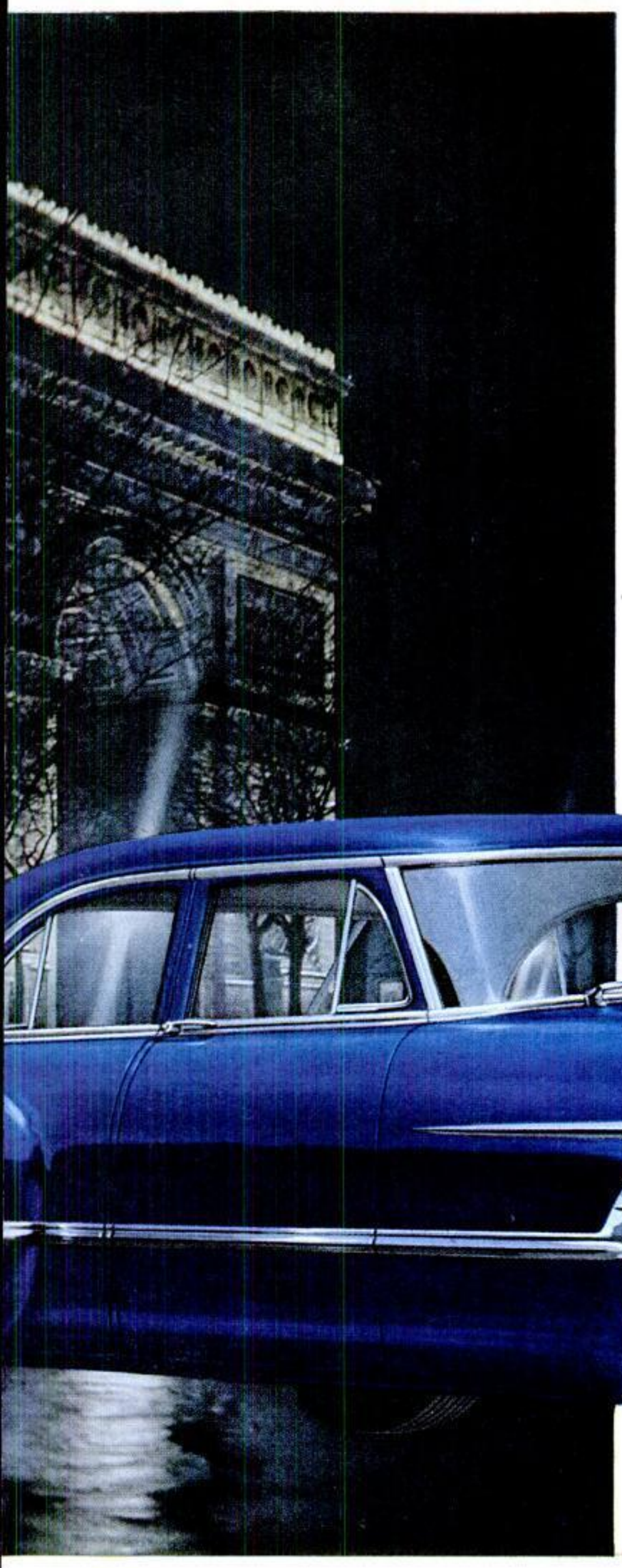
IF YOU PLAN to invest as much as $2500 in a car, it will pay you to look at the new *CLIPPER*. For here is your opportunity to own a really fine automobile at only a few hundred dollars more than you'd pay for a car in the *lowest* price field!

BUILT from stem to stern in Packard's finest traditions of craftsmanship, this beautiful new advanced contour-styled line offers you the smartest cars in their price class—in a wide range of models.

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New Lines of Cars!

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The Distinguished New

PACKARD

America's New Choice in Fine Cars!

NOW YOU HAVE a *new* choice in fine cars—the magnificent new PACKARD! From the industry's oldest maker of quality automobiles comes a luxurious new car—built expressly for those who demand the finest in motoring comfort and pleasure.

PACKARD—the famous name which in past years was borne by three out of every five quality cars—again identifies the best-built, easiest-handling, most beautiful and distinctive automobiles you can drive.

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IF YOU WANT TO OWN a really distinguished car—the crowning achievement of Packard's 54-year history—see, drive, compare the brilliant new Packard.

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Know your onions

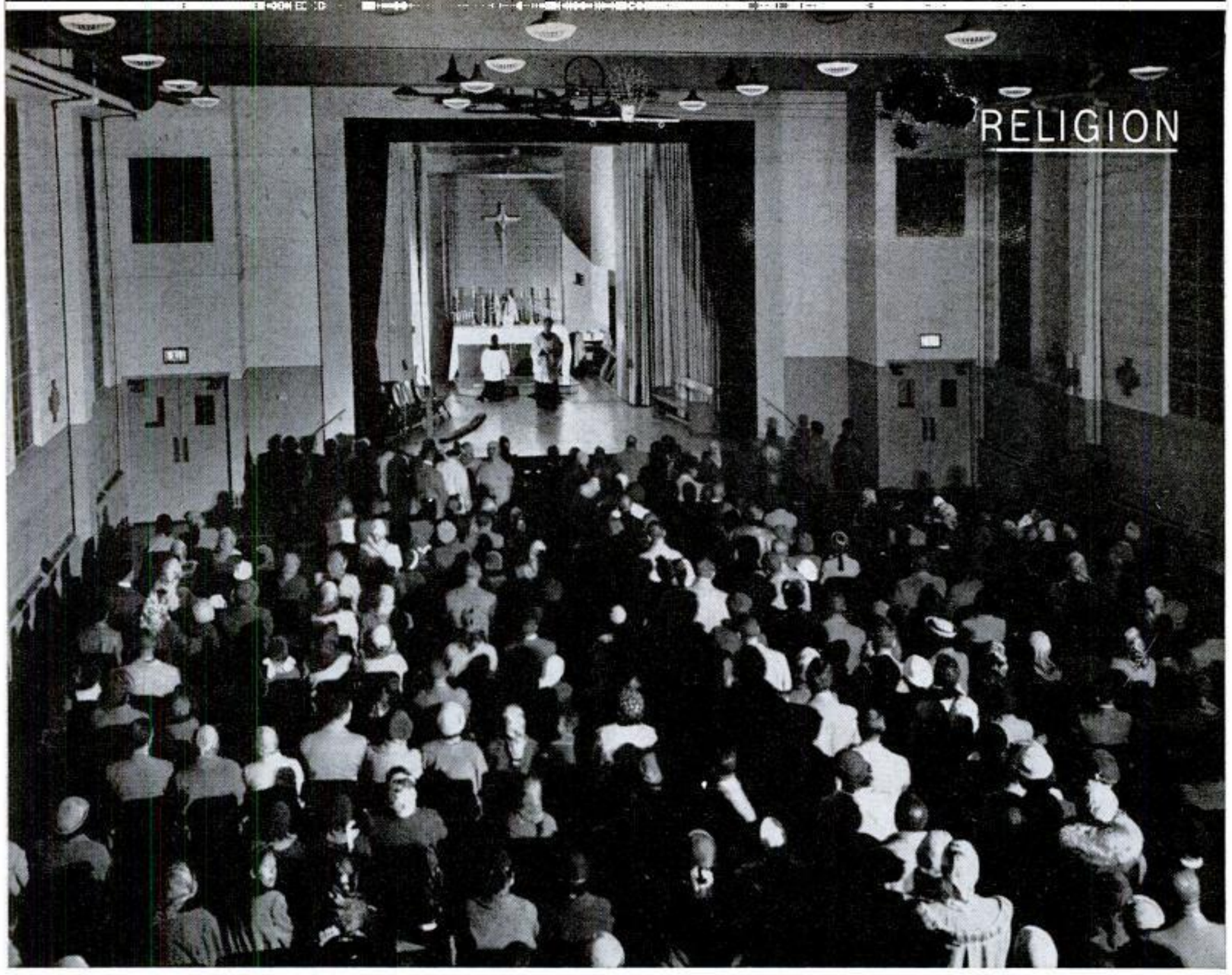
Shouts and claims can't change this fact: The most popular of all breath fresheners are still Pep-O-mint Life Savers!



The candy with the hole ... Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.

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WITH REVOLVING ALTAR FACING AUDITORIUM, FATHER BURKE HOLDS A LENTEN SERVICE FOR HIS PARISHIONERS

WASHINGTON'S TURNTABLE CHURCH

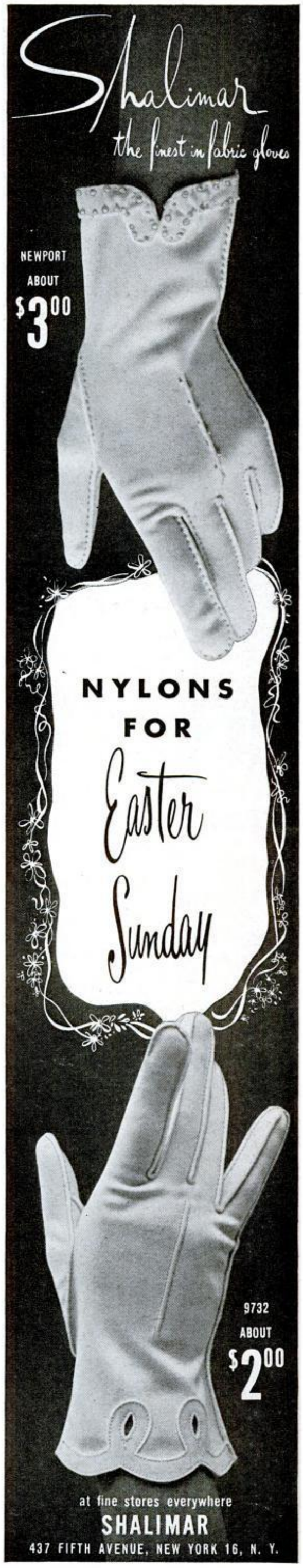
The Catholic parish of St. Benedict the Moor in Washington, D.C., which had been holding services in temporary quarters since it was organized in 1946, felt it needed both a new church and a recreation hall. But the parish was unable to finance both. "What we need is a revolving stage," Father Thomas Burke, the pastor, jokingly told the architects.

Father Burke's remark was taken seriously by the architects, and as a result he now has a very unorthodox church. It consists of a large auditorium and a small chapel built at right angles to each other with an altar on a turntable in between. The altar can be moved to face the auditorium when the priest wants to hold services there (*above*). Or it can be spun to face the chapel when the parish wants to use the auditorium for basketball games or dances (*below*).



WITH ALTAR TURNED AWAY, PARISHIONERS DANCE IN THE AUDITORIUM. FLOOR MARKS ARE FOR BASKETBALL GAMES

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Your best kitchen-ware buy in years . . .

FEDERAL VOGUE 5-WAY combination COOKER

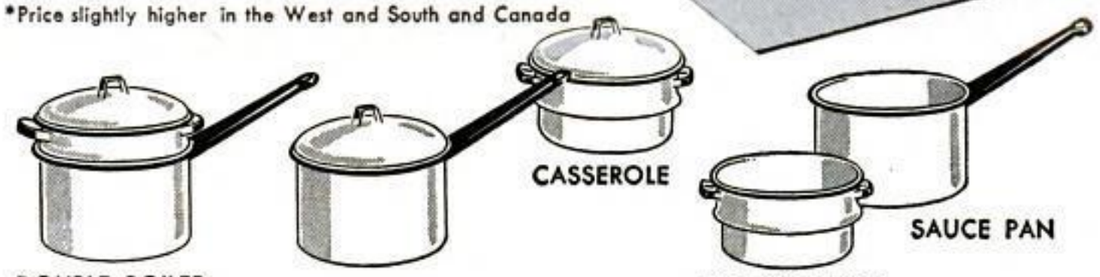


LOOK! cooks 5ways

only $1.19*

(LIMITED TIME ONLY)

*Price slightly higher in the West and South and Canada



Here's a real bargain in enameled ware. The Federal all-purpose Combination Cooker in this *new* more convenient size is low, low-priced!

It's attractive! It's easy to clean! It's finished in sparkling white porcelain enamel with red trim . . . a perfect match for your kitchen appliances.

Capacity: Bottom—2 quarts. Top—1½ quarts. Ideal cooking size.

Get your Federal 5-Way Combination Cooker NOW while they're specially priced. At your favorite housewares counter for a limited time only.

THE MIRACLE-ELEMENT **TITANIUM** makes all Federal Vogue enameled ware *whiter . . . stronger . . . longer-lasting!*

You can cook, serve, store and re-heat food in FEDERAL VOGUE ENAMELED WARE

Federal Vogue is porcelain enamel fused on steel. Its smooth glass-like surface seals against food odor penetration. Food soaks free! No scouring makes it a favorite with cooks.

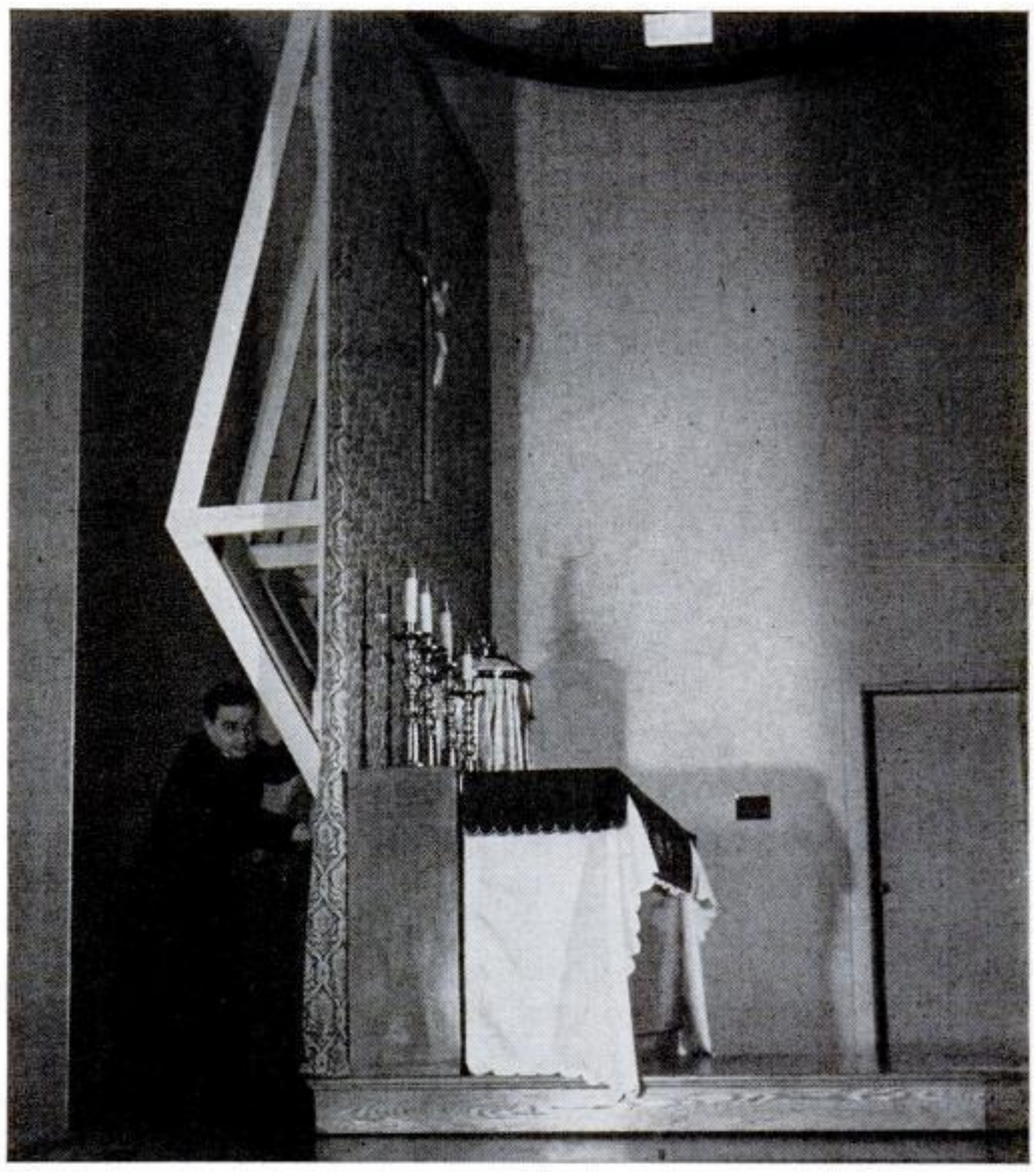


FEDERAL E & S COMPANY, PITTSBURGH 30, PA.

Home of NU-BRITE Aluminum Ware and Aluminum Foil • CAVALIER Stainless Steel Ware



ST. BENEDICT the Moor, whose statue is above the church entrance, was a Negro saint in Sicily.



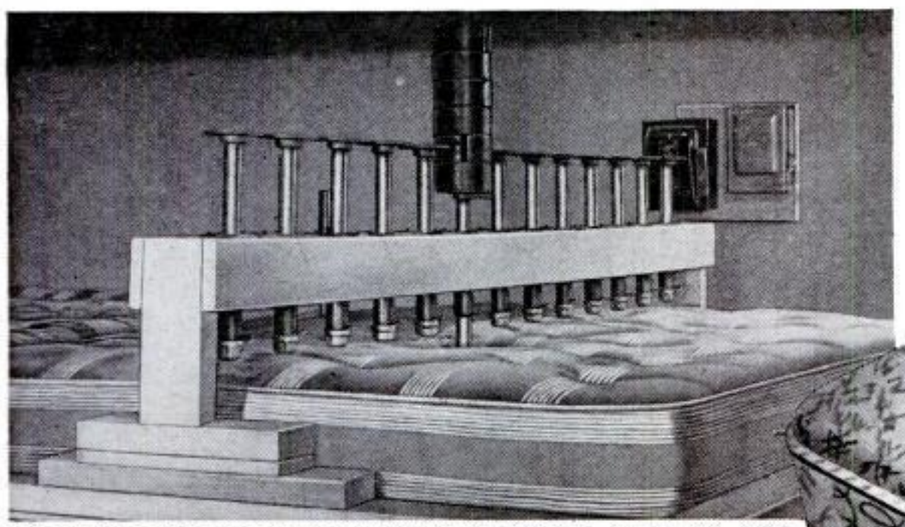
TURNTABLE ALTAR is moved by Father Burke. Auditorium also has portable Stations of the Cross, which can be taken from walls before dances.



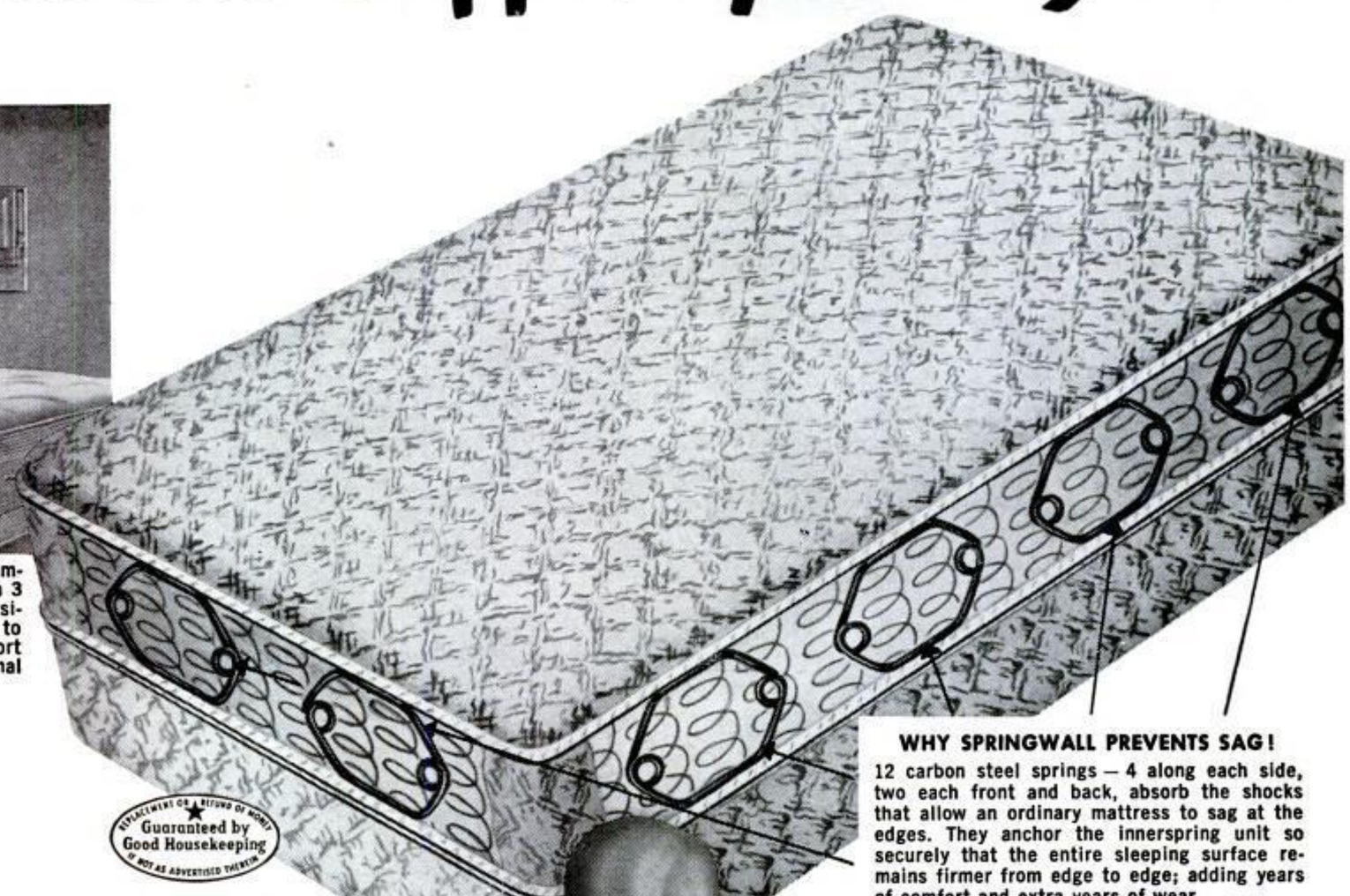
COUNTER for soft drinks is hidden behind folding doors in auditorium and is wheeled out for parties.

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Will your Mattress Still Support you *in 1963?*



This machine was especially constructed by Foster D. Snell, Inc., famous independent laboratories, to test 4 leading mattress brands . . . on 3 factors specified for ideal relaxing sleep, in a nation-wide survey of physicians. Says the Snell report: "We found Springwall mattresses superior to each of the 3 other leading brands tested, in affording proper support to all parts of the body, and **in maintaining this quality** during the normal service life."



WHY SPRINGWALL PREVENTS SAG!

12 carbon steel springs — 4 along each side, two each front and back, absorb the shocks that allow an ordinary mattress to sag at the edges. They anchor the innerspring unit so securely that the entire sleeping surface remains firmer from edge to edge; adding years of comfort and extra years of wear.

From **$49.50** *at leading dealers.*

this Spring — get a

SPRINGWALL Mattress

Reg. U. S. Pat. Off.

Rated FIRST by Foster D. Snell Laboratories! —in all 3 primary factors specified in nation-wide survey of orthopedic specialists

Almost any mattress you buy will do for a while. But will it support you in comfort after 6 months . . . 12 months . . . 10 years?

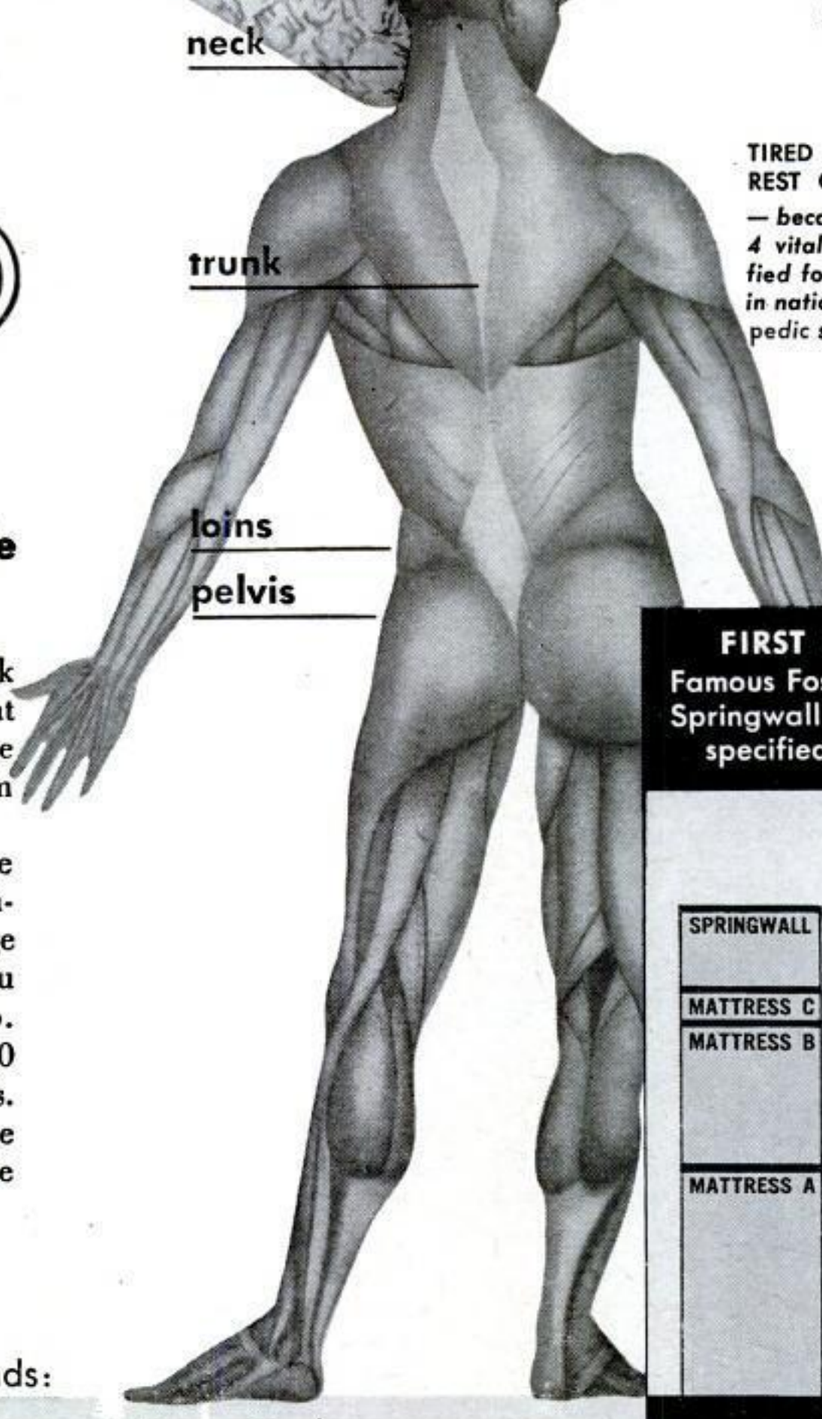
We'll give you a guarantee right now . . . if you buy a Springwall. Because the Snell laboratories made accelerated-wear tests on 4 leading brands of mattresses . . . reported that Springwall maintains its firm, correct-posture support for more years than any other mattress tested.

Springwall is the only mattress with the new shock-absorber construction . . . 12 steel-spring "shock absorbers" (see illustration) that FIRM the mattress as never before . . . firm it at the edges and from edge to edge.

That's why Springwall is the only mattress on which you'll enjoy that full width, edge-to-edge support . . . so important as you shift-turn-shift in your sleep.

Springwall is guaranteed for 10 years against structural defects. It's the best mattress — and the best mattress buy — in the entire country.

GUARANTEED FOR 10 YEARS AGAINST STRUCTURAL DEFECTS

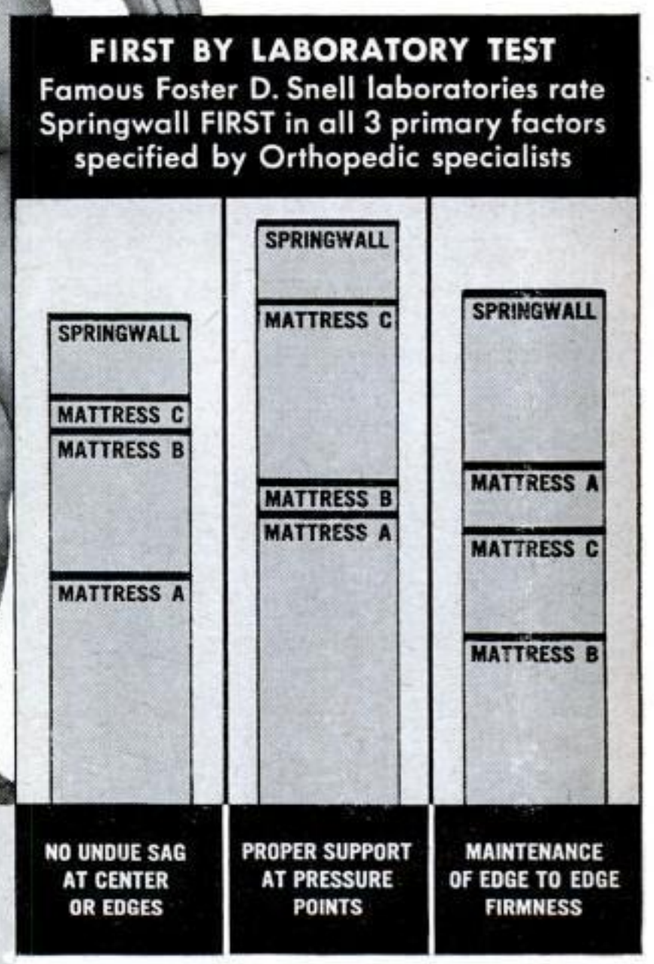


TIRED MUSCLES REALLY REST ON SPRINGWALL

— because it gives support at 4 vital pressure points specified for correct sleep posture, in nation-wide survey of orthopedic specialists.

FIRST BY LABORATORY TEST

Famous Foster D. Snell laboratories rate Springwall FIRST in all 3 primary factors specified by Orthopedic specialists



Springwall is an exclusive development of these famous bedding brands:

TIGER BRAND SPRINGWALL	Eclipse SPRINGWALL	SOUTHERN CROSS SPRINGWALL	King Koil SPRINGWALL
HAGGARD & MARCUSSON CO. CHICAGO 9, ILL.	ECLIPSE SLEEP PRODUCTS, INC. NEW YORK 16, NEW YORK	SOUTHERN SPRING BED COMPANY ATLANTA 1, GEORGIA	THE UNITED STATES BEDDING CO. ST. PAUL 14, MINNESOTA



For free booklet, "What Does the Doctor Say?" write the Springwall manufacturer nearest you, as listed at left.

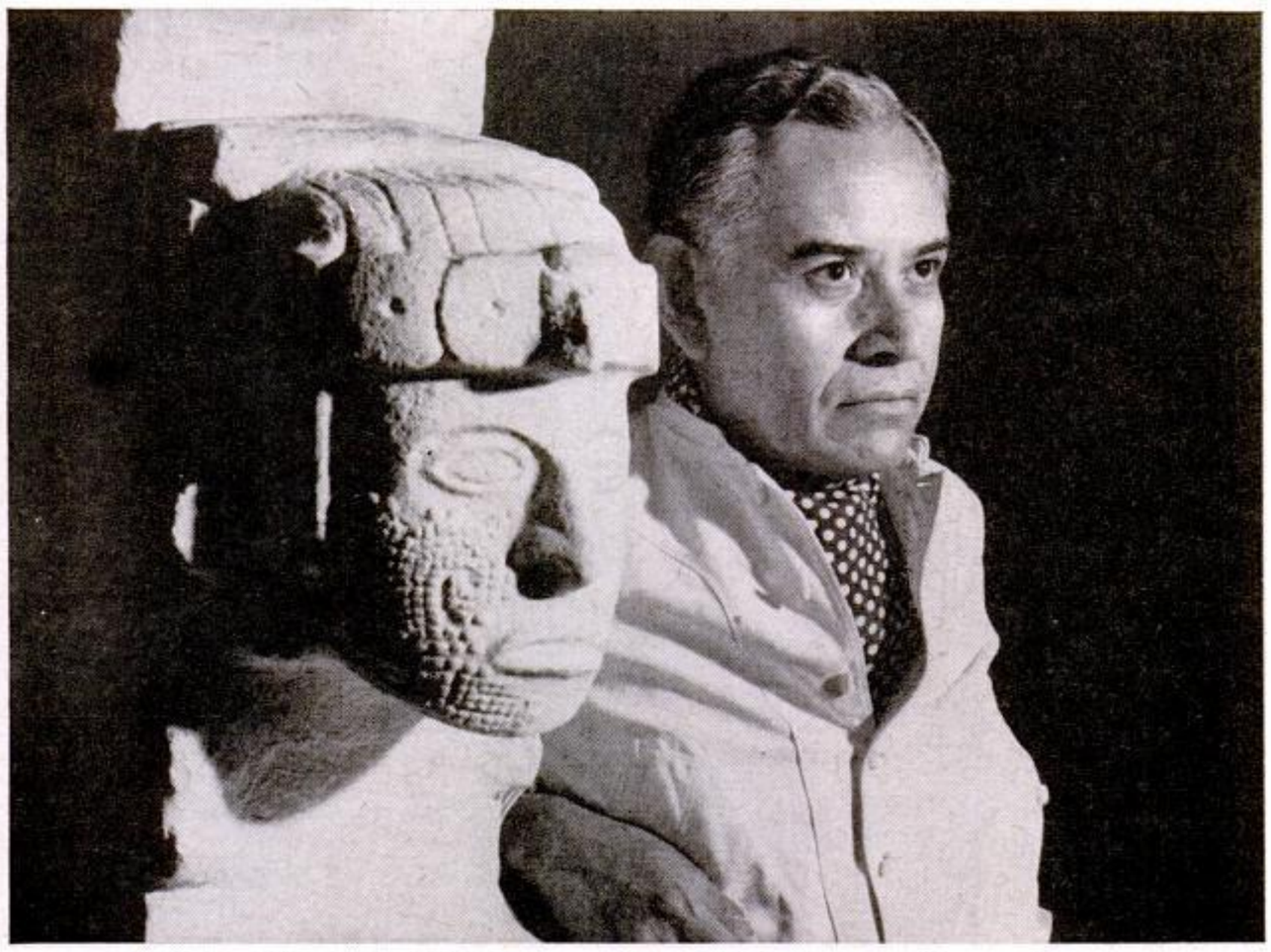
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PAINTER'S WIFE, Olga, is frequent model for her husband. A former concert pianist, she handles Tamayo's business affairs.

Tamayo

AFTER 15-YEAR EXILE, MEXICAN PAINTER WINS FAME AT HOME



PAINTER AND PREDECESSOR, carved by Eighth Century Mayan, bear close resemblance. Tamayo has incorporated stylized archaic features into his art.

For more than three decades Mexico has gone out so wholeheartedly for the social, propagandistic art of its Big Three —Rivera, Siqueiros and Orozco—that, until recently, it has hardly had eyes for anything else. This fact so discouraged Rufino Tamayo, a painter of highly personal, nonpolitical works, that he left Mexico in 1938 to settle down in New York City. There he evolved, through a remarkable blending of modern French and ancient Mexican styles, an art that was violent, sultry, mysterious and, within a few years, extremely popular.

As his paintings came to be more and more in demand throughout the U.S. and Europe, Tamayo's prices mounted to as high as $5,000 for a single canvas and his fame gradually worked its way back to his homeland. Mexican collectors began to seek his paintings and finally the Mexican government itself took note. Last year they invited the exile back to Mexico City to paint a gigantic mural for the Palace of Fine Arts (*p. 103*), the nation's top museum whose walls have been decorated only by the nation's top artists. As further recognition of his achievements they gave him equal billing with the Big Three in a major show of Mexican art now touring Europe. Today, officially accepted as one of Mexico's masters, the swarthily handsome, 53-year-old artist is ending his 15-year exile. "From now on," he says, "I am going to make my home in Mexico."

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PRETTY LITTLE GIRL, inspired by a childhood photograph of the artist's wife, was painted in 1937 with the stylized simplicity of colonial Mexico's folk art.

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TAMAYO CONTINUED

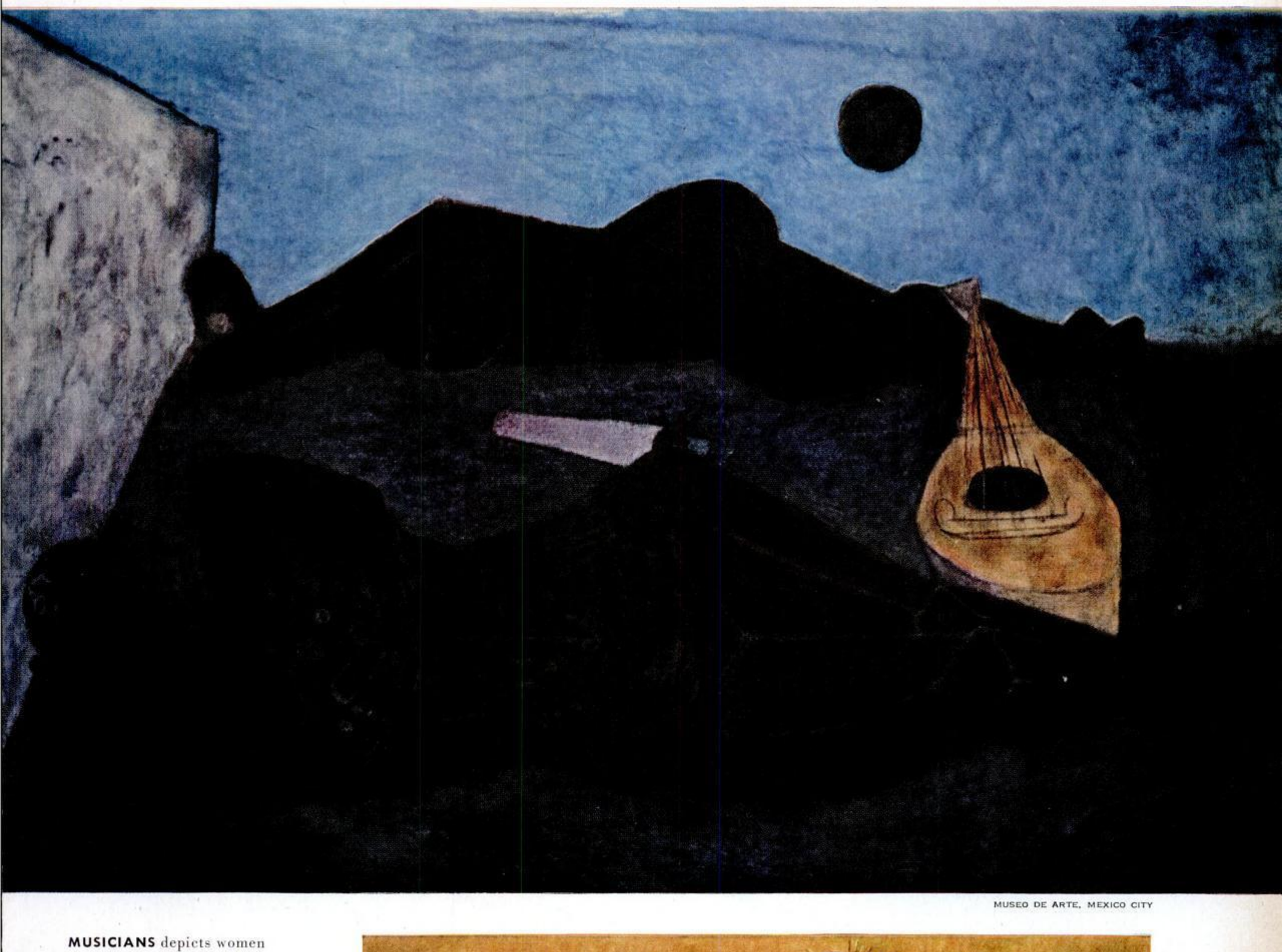


CLEVELAND MUSEUM OF ART

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MUSEO DE ARTE, MEXICO CITY

MUSICIANS depicts women asleep with mandolin at feet. In lusterless night they seem to merge with earth, taking on shapes of shadowy mountains.



ANIMALS howling for food combine distorted leering features of Picasso's art with the tubby shapes of clay dogs made by ancient Mexican potters.

WOMEN reaching for moon (*opposite page*) are drastically foreshortened in order to dramatize their movement as they lunge toward the unattainable.



MUSEUM OF MODERN ART, N.Y.

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COLLECTION OF MR. AND MRS. DONALD KELLOGG, SANTA BARBARA, CALIF.

THE GLUTTON represents boy exulting over prospect of a feast. Watermelons have become a trademark of Tamayo, who loves their lush color and crisp shapes.



COLLECTION OF MR. AND MRS. NICKOLAS MURAY, N.Y.

COW SWISHING at flies was drawn in pattern of arcs to emphasize rhythmical movement of animal's tail. Blurred contours suggest the hazy heat of the desert.

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PAINTING A TRIBUTE to Indian race in mural for Mexico City, Tamayo portrays Indian woman receiving baskets of flowers, symbolic of nation's homage.

EL PALACIO DE LAS BELLAS ARTES

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Between Rounds...

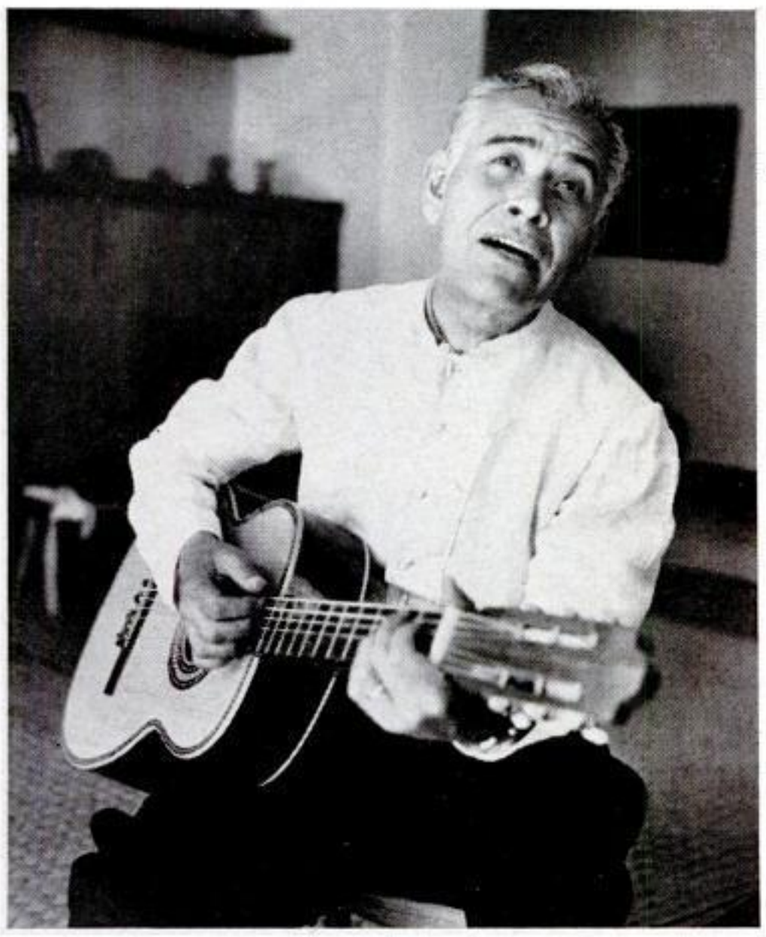
... treat your friends to a round of smooth, sociable, satisfying Pabst Blue Ribbon. Each foam-capped glass opens up a whole new world of beer enjoyment for you . . . gives you a refreshed feeling you've never known before with any beer. Discover Pabst Blue Ribbon soon! Find out what you've been missing!

Try this...for one week...make Pabst Blue Ribbon *your* beer. When you find out how much you've been missing—your one week's trial of Pabst Blue Ribbon will stretch into a lifetime of beer enjoyment.

DRINK PABST BLUE RIBBON . . . *taste that smoother, smoother flavor!*

FOLLOW **PABST BLUE RIBBON BOXING BOUTS... EVERY WEDNESDAY NIGHT ON TELEVISION**... CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

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SINGING to his own accompaniment on the guitar, Tamayo runs through lengthy repertoire of Mexican folk songs.

HIS ROOTS IN MEXICO

Although his countrymen sometimes accused him of being Americanized or a victim of the Paris school, Tamayo is deeply rooted in the culture and traditions of Mexico. Born of Zapotec Indian stock, he spent the first eight years of his life in the ancient village of Oaxaca. When his parents died, he went to live in Mexico City with an aunt who kept a fruit stand in the marketplace. Today his memories of the lush produce and bright-robed peasants at market emerge in his gay tropical still lifes and the warm earthy colors of his palette.

When he was 18, Tamayo was sent to school by his aunt to learn bookkeeping. Instead he spent his time at the School of Fine Arts learning to draw and paint. At the end of four years he got a job at the National Museum of Archeology where, surrounded by the art of pre-Columbian Mexico, he was able to study the stylized carved heads and sturdy pottery figures made by his Indian ancestors. These provided the foundations for his own art. Later, when he came to know and be influenced by Picasso and the Paris abstractionists, he continued to invest his paintings with the emotional vigor and rugged forms of primitive Mexican art. Today Tamayo's work is accepted as a truly native expression and Tamayo himself as thoroughly Mexican. This does not surprise his wife. To Olga he has always been "that little Indian boy."

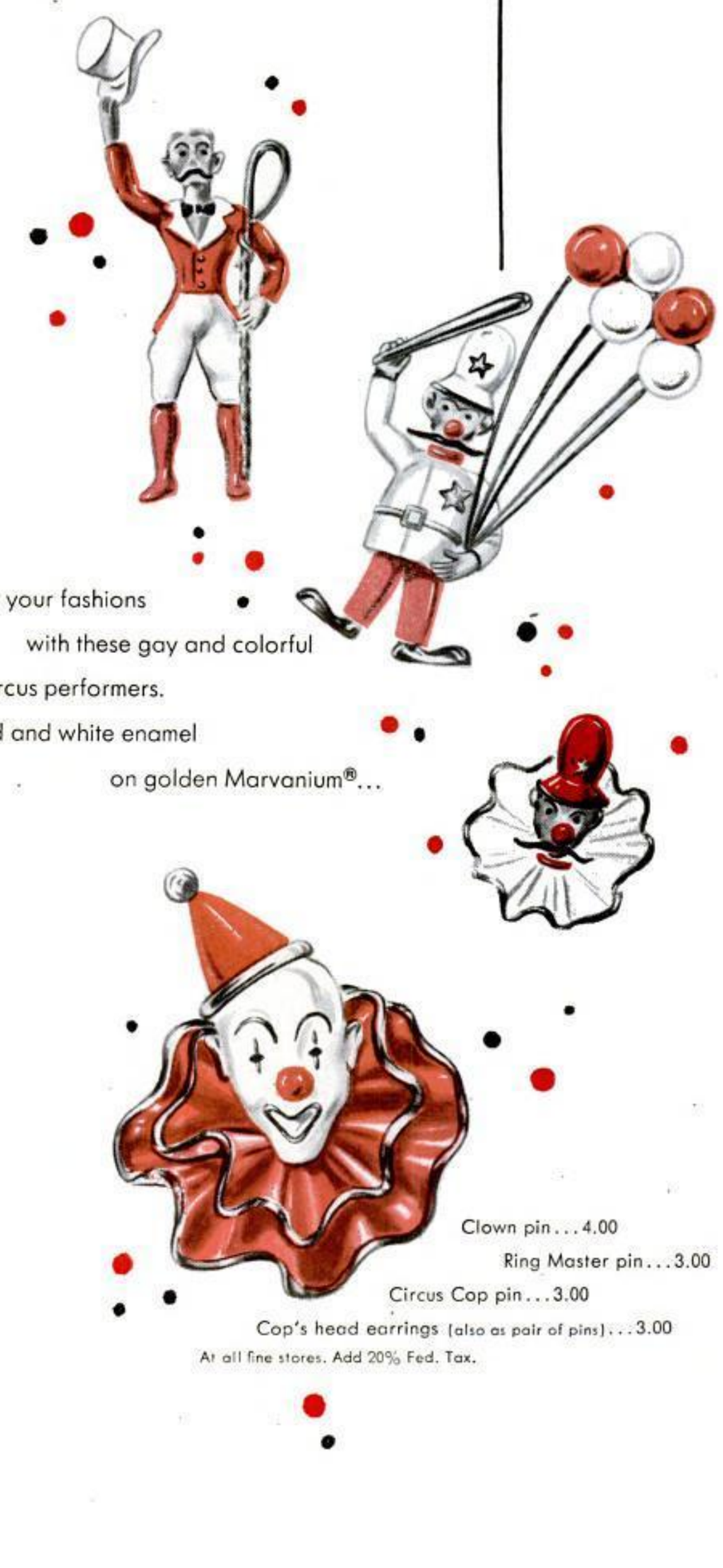


ENTERTAINING in their home in Mexico City, the Tamayos alternate talk and music. On the wall is another portrait of Olga drawn by her husband.

BIG TOP

pins and earrings

by Marvella®

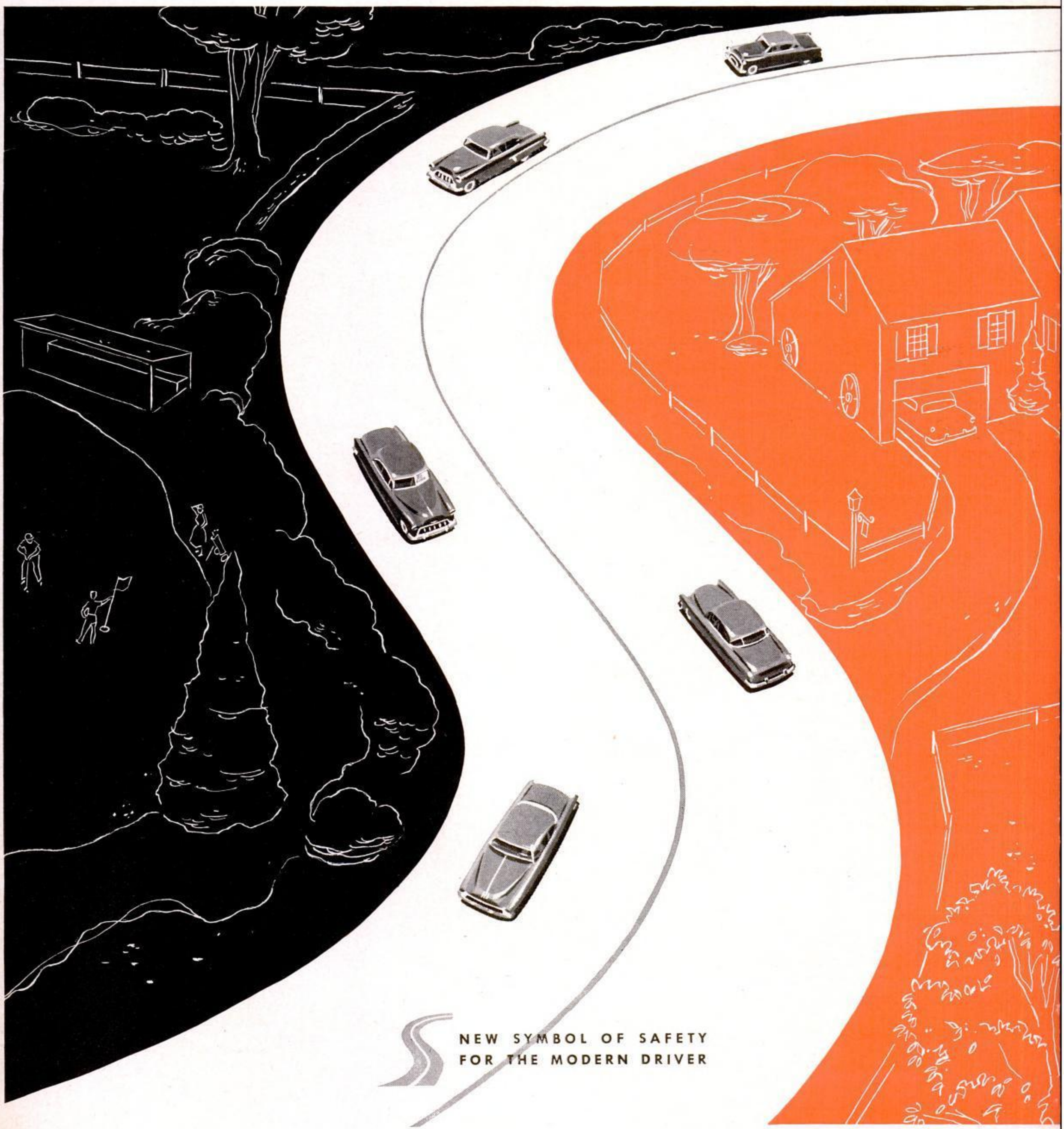


Top all your fashions
with these gay and colorful
circus performers.
In red and white enamel
on golden Marvanium®...

Clown pin...4.00
Ring Master pin...3.00
Circus Cop pin...3.00
Cop's head earrings (also as pair of pins)...3.00
At all fine stores. Add 20% Fed. Tax.

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Saginaw POWER

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Feather-Touch Steering

that features Safety-First!

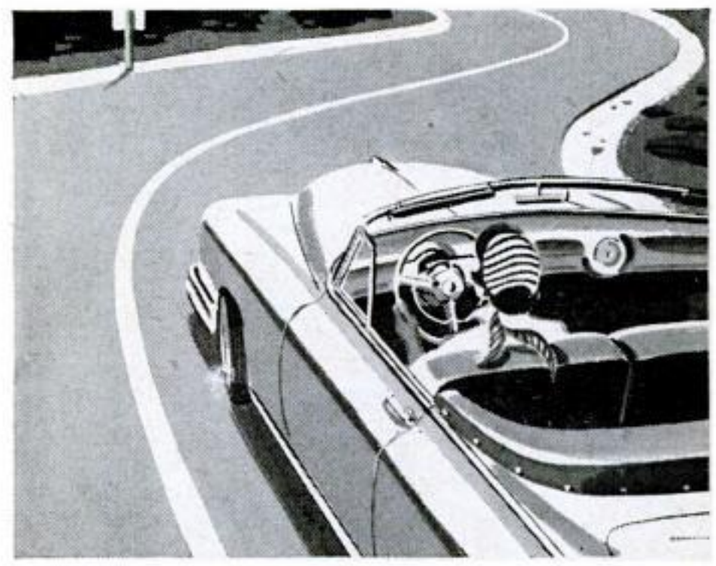


There's a new trend in modern driving! A trend to SAGINAW POWER STEERING, hailed as the greatest automotive advance of the past 10 years. Already the makers of six leading automobiles are offering SAGINAW POWER STEERING on their fine cars. Over a quarter-million drivers are already proving it to be *the* Power Steering that leaves you in full command while it lends a helping hand.

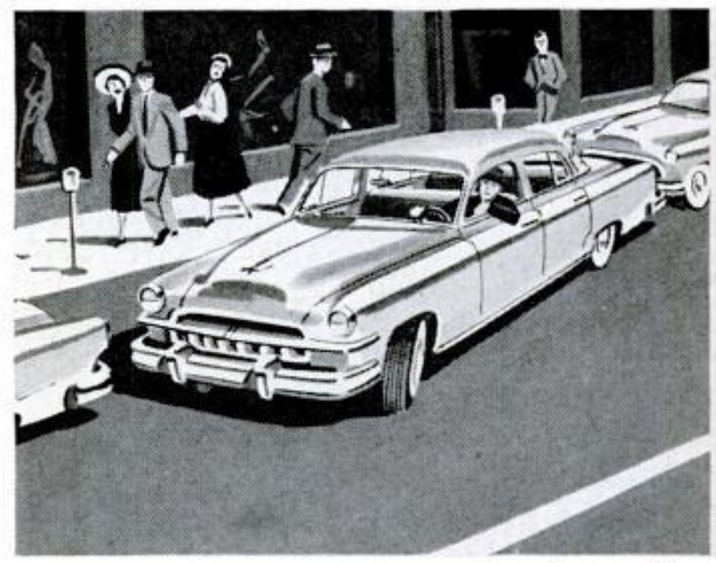
SAGINAW POWER STEERING makes all parking and all driving easier for every driver—all the time! SAGINAW POWER STEERING is "just what the doctor ordered" for countless thousands who can't stand the physical strain of ordinary steering. And SAGINAW POWER STEERING is safer, too—lets you keep "*the feel of the road*" while it does the hard work for you. Be sure to try SAGINAW POWER STEERING before you buy. Once you drive with it, you'll insist on having it on your next car.

Saginaw Power Steering is one of many products developed and produced by *SAGINAW STEERING GEAR DIVISION, General Motors Corporation, Saginaw, Michigan—world's largest producer of steering gears.*

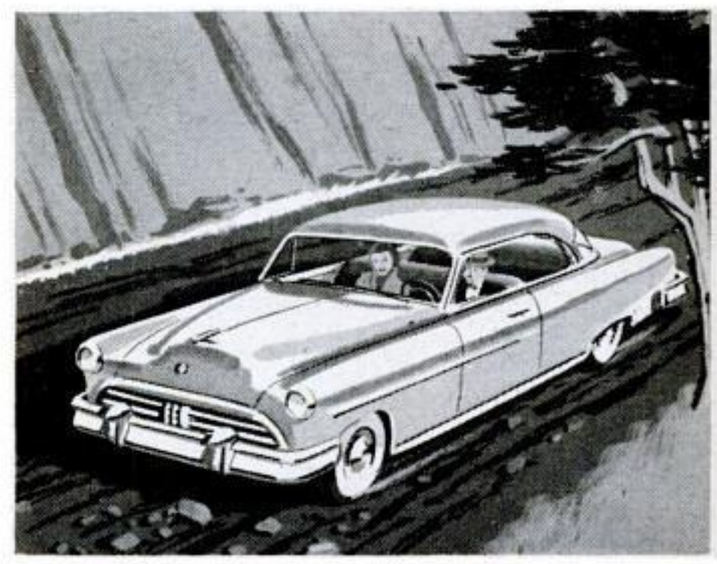
STEERING



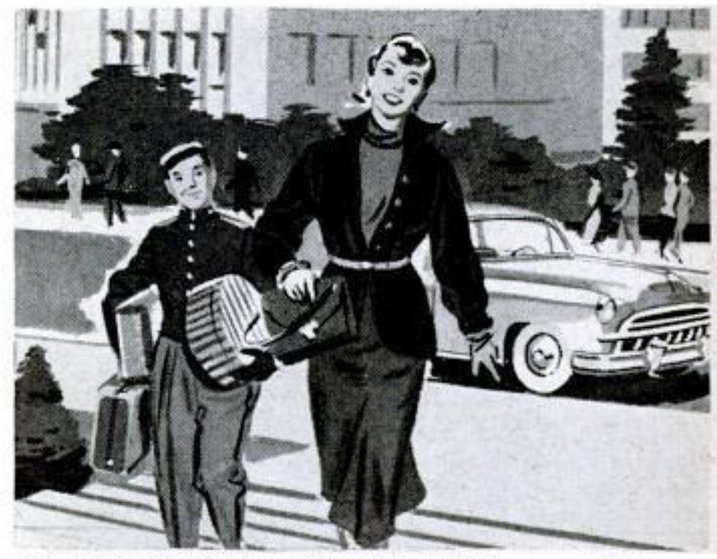
SAGINAW POWER STEERING makes all highway driving easier and safer—*lets you keep "the feel of the road"*. Saginaw Power Steering leaves the driver in full command while it lends a helping hand.



SAGINAW POWER STEERING makes parking a breeze! Now you can maneuver a two-ton car with fingertip ease. No more wrestling with the steering wheel when you park, turn and maneuver.



SAGINAW POWER STEERING cushions the "shake" and shock of rutty road surfaces. It takes strain and fatigue out of country driving—allows you to steer with ease, relax and enjoy it.



SAGINAW POWER STEERING lets you drive *relaxed* all day—arrive refreshed. Owners class Saginaw Power Steering with the self-starter and automatic transmission as the great advances of modern driving.

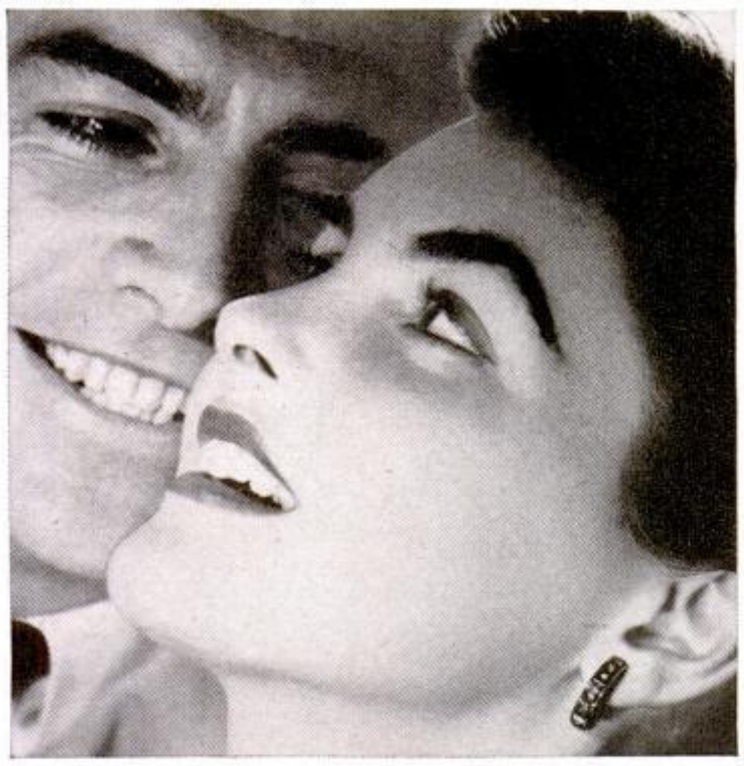
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Chlorodent gives you a cleaner, fresher, healthier mouth!

proved by test



...after test



...after test!



CLEANER!
***Proved* at famous university!**

University dental experts tested white, ammoniated and chlorophyll toothpastes and powders. 395 comparisons proved that Chlorodent's patented cleansing agent keeps teeth *cleanest*. Chlorodent also strikes at the very causes of tooth decay. Use it regularly!

FRESHER!
***Proved* at leading laboratory!**

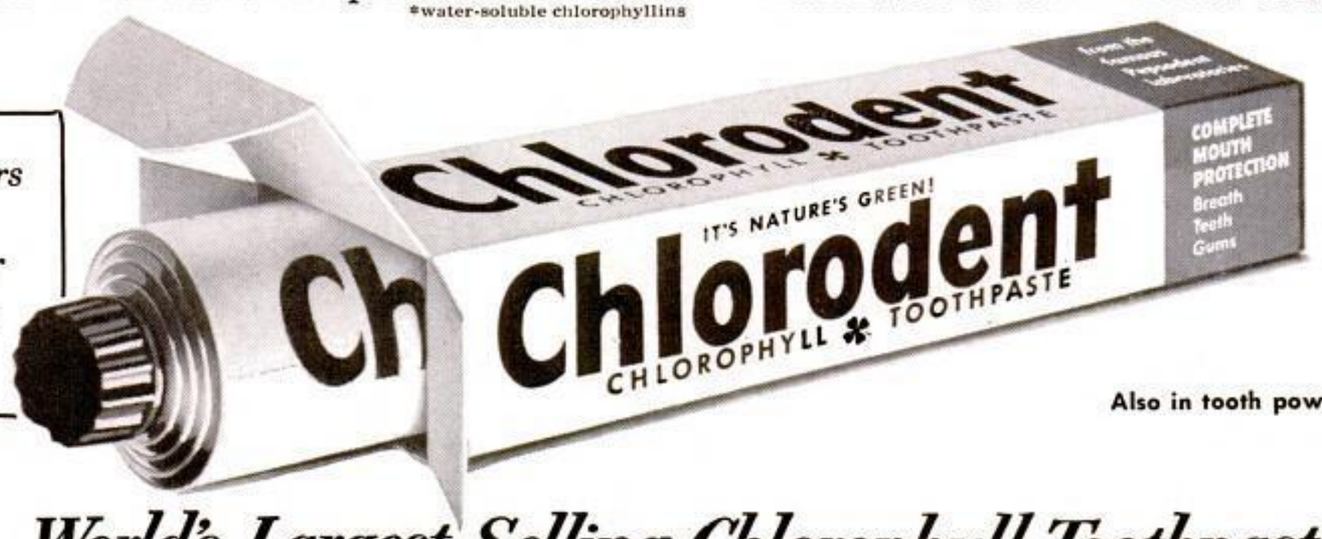
In nearly 1000 tests, scientists compared Chlorodent with a nationally known non-chlorophyll toothpaste for controlling bad breath. Chlorodent's special chlorophyll* formula gave *twice* as many people freedom from mouth odors for up to four hours.

*water-soluble chlorophyllins

HEALTHIER!
***Proved* at Boys Town!**

Boys Town dentists found Chlorodent *twice* as effective as a fine white toothpaste to quickly reduce acute gingivitis, widespread mouth disorder. Boys Town co-operated in this research wholly in the interest of child health. See dentist if mouth troubles persist.

Unconditionally guaranteed by Lever Brothers Company to do more for you than any other dentifrice—white, ammoniated or chlorophyll—to give you a cleaner, fresher, healthier mouth—or money back.



Also in tooth powder



Ask for CHLORODENT...World's Largest Selling Chlorophyll Toothpaste

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TRAVEL SUIT OF COTTON TWEED MATCHES SATCHEL BAG. SKIRT, COAT AND SLEEVELESS KNIT SHIRT COST $45

30-Day Wardrobe in Handbag

WRINKLE-RESISTANT MATERIALS ARE THE ANSWER

Experienced weekenders who pride themselves on cramming all the essentials for a two-day trip into a single hatbox are being offered a new opportunity this spring—a wardrobe compact enough to fit in a handbag and complete enough to see its wearer through a month's vacation or even, in a pinch, a quick trip to Europe. On her back and rolled tightly in her bag, the girl shown above totes a total of six outfits for street, sports and evening wear. They are from a collection of creaseless clothes made in a variety of patterns in Orlon, nylon and in cottons finished to resist wrinkling. Everything in the wardrobe, which is shown in entirety at right and in detail on following pages, is washable and most of it requires a minimum of pressing. The bag, a copy of a French import, weighs a pound and 12 ounces empty, only eight pounds, four ounces fully loaded. In addition to the clothes, it can squeeze in a change of nylon underwear, two pairs of shoes and a make-up kit, with room left over for vitamin pills and a passport.



BAG AND CONTENTS, as carried by girl at top, left, are shown here. From top: cotton tweed bag with white leather trim (Henry Green, Inc., $15), roll of nylon underwear and nightgown, toiletries, cosmetics case, cotton knit dress, nylon evening dress, low-backed plaid gingham, three-piece cotton suit, two-piece play outfit, belts, flat sandals ($13) and matching high heels ($11, both Capezio).

CONTINUED ON NEXT PAGE

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It contains a snow-white replaceable crystal filter
like this:



After smoking a few cigarettes the filter collects stain
like this:



After 20 cigarettes—even filter cigarettes—
it turns black with accumulated tars and nicotine
like this:





Need any more be said?

Nothing—except that the Denicotea Holder
is beautifully made, comes in various lengths,
finishes and colors. **2.50** and **3.50** including
a supply of extra filters. At stores everywhere.

dunhill

DE-NICOTEA CRYSTAL FILTER CIGARETTE HOLDER



NO-IRONING KNIT for daytime or evening is navy and white striped cotton ($29.95). All designs shown are by Betse Cann for Horwitz and Duberman.



NON-WRINKLING NYLON combined with cotton in bold black, white and gold stripes is made into a dance dress with waltz-length skirt ($39.95).

CONTINUED ON PAGE 112

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Little girls and big girls, too...
need the Natural Oil Protection of Woodbury Shampoo

A good test of a shampoo is this: is it gentle enough for a little girl's hair? Woodbury Shampoo is, because it is made of natural oils. It cleans hair completely, leaving it shiny and pretty. And it protects the natural oils of your own hair. Therefore, your hair is easy to manage even right after your shampoo. It's a wise buy, too. Because Woodbury Cocoanut Oil Castile Shampoo is bought by so many families, it can be priced much lower than you would expect to pay for such quality. Buy this big bottle for *your* family today.



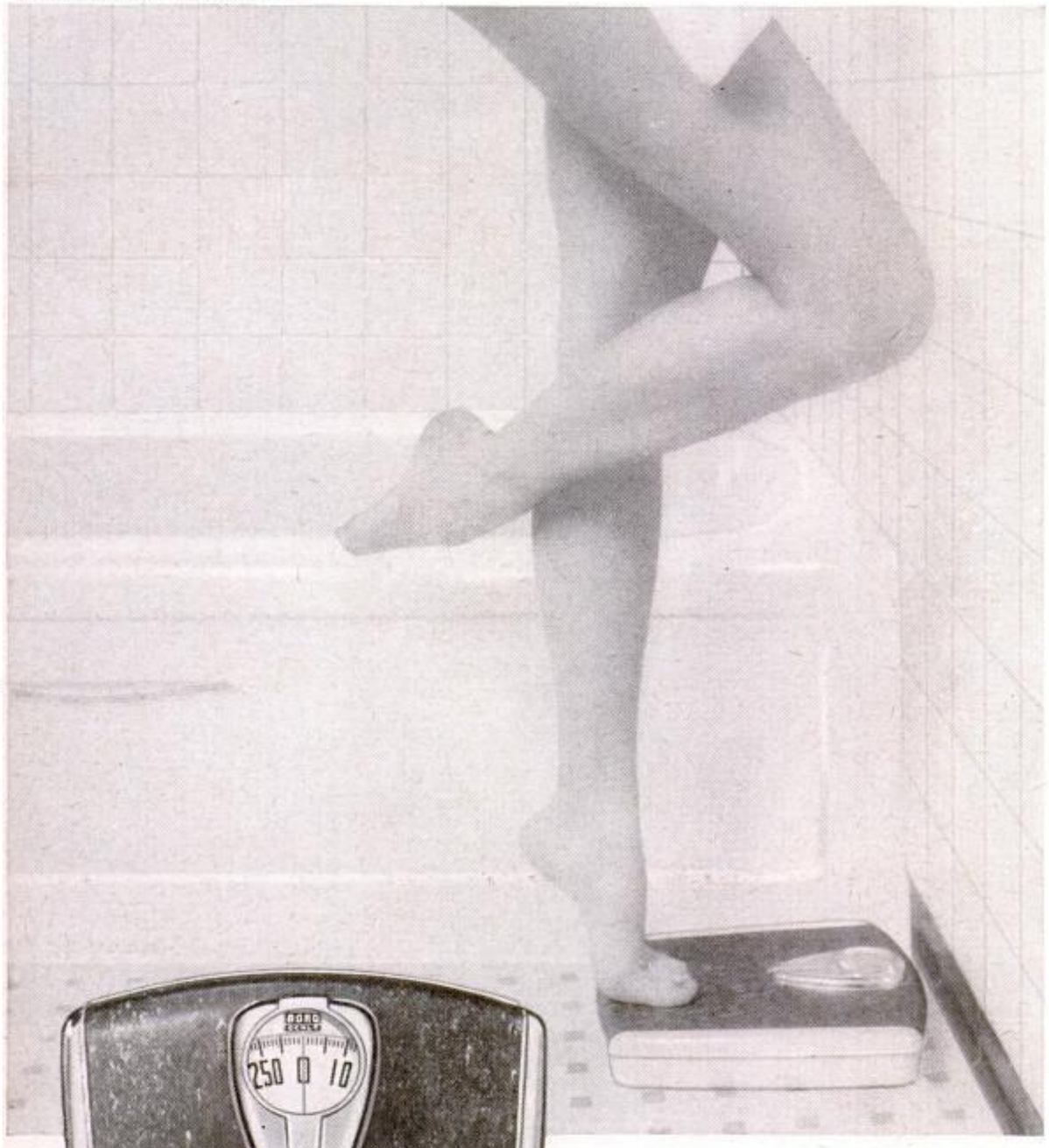
Woodbury Shampoo . . . best for all the heads of the family

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Dress by Kaspar of Penart

Figure Control Begins with an Accurate Bathroom Scale





**West of Denver, 50c higher*
Available in Canada

Put your best figure forward, with a BORG. Weight-watching's easy then, for you always know *exactly* what you weigh. Gain or lose a pound, you see it right away . . . *clearly*, in BORG's big "Super-Binocular" Dial.

This scale's made like a fine watch . . . *guaranteed* for life under a Service Warranty. Slim, featherlight, beautiful . . . and *accurate*. Colors or chrome, only $7.95* to $10.95*. Why guess at your weight, when a BORG costs so little?

You can believe your BORG SCALE

A Borg-Erickson product



SUNNING and sports outfit is in crease-resistant cotton (Bates). Black shirt is $10, ties at waist for bare midriff. Eggshell pleated shorts are $12.95, come with black belt.



SHOPPING or sightseeing suit is Orlon and cotton. The jacket is $13, skirt is $18, sleeveless scoop-neck top is $10. Without jacket, outfit makes informal dance dress.



LUNCH or cocktail dress is an imported English gingham in Black Watch tartan with a high neck in front, low back, a narrow grosgrain sash over the full skirt. It costs $22.95.

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For modern people, modern taste...

Pepsi-Cola refreshes without filling

NEVER was a whole generation better to look at than the slim, lithe youngsters of today. What's more, insurance figures say they'll live longer than their grandparents did. And much of the reason is their modern, more sensible diet.

That's why today Pepsi-Cola is more popular than ever. Because it has constantly kept pace with the wholesome change in taste to lighter foods and lighter beverages.

Today's lighter Pepsi-Cola is dry, never too sweet or heavy, reduced in calories. It refreshes without filling.

Enjoy it whenever you want refreshment—either in the familiar big economy bottle for two, or in the new single-drink size. Have a Pepsi—the modern, the *light* refreshment.



PEPSI-COLA

The Light refreshment

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DOW

ACCENT YOUR COLOR THEME WITH STYRON

Bring a decorator touch into the kitchen with matched accessories in new Styron-Tone Colors . . . Housewares made of this DOW PLASTIC are evaluated for quality, design, serviceability . . . *look for the Styron® label . . .*

MADE OF STYRON® A DOW PLASTIC



Color makes such an exciting difference! And you can extend your color planning to include even the kitchen accessories . . . matching or complementing your color theme with complete sets of evaluated housewares made of Styron. Those luscious new Styron-Tone colors will put a decorator gleam in your eye . . . a decorator touch in your kitchen.

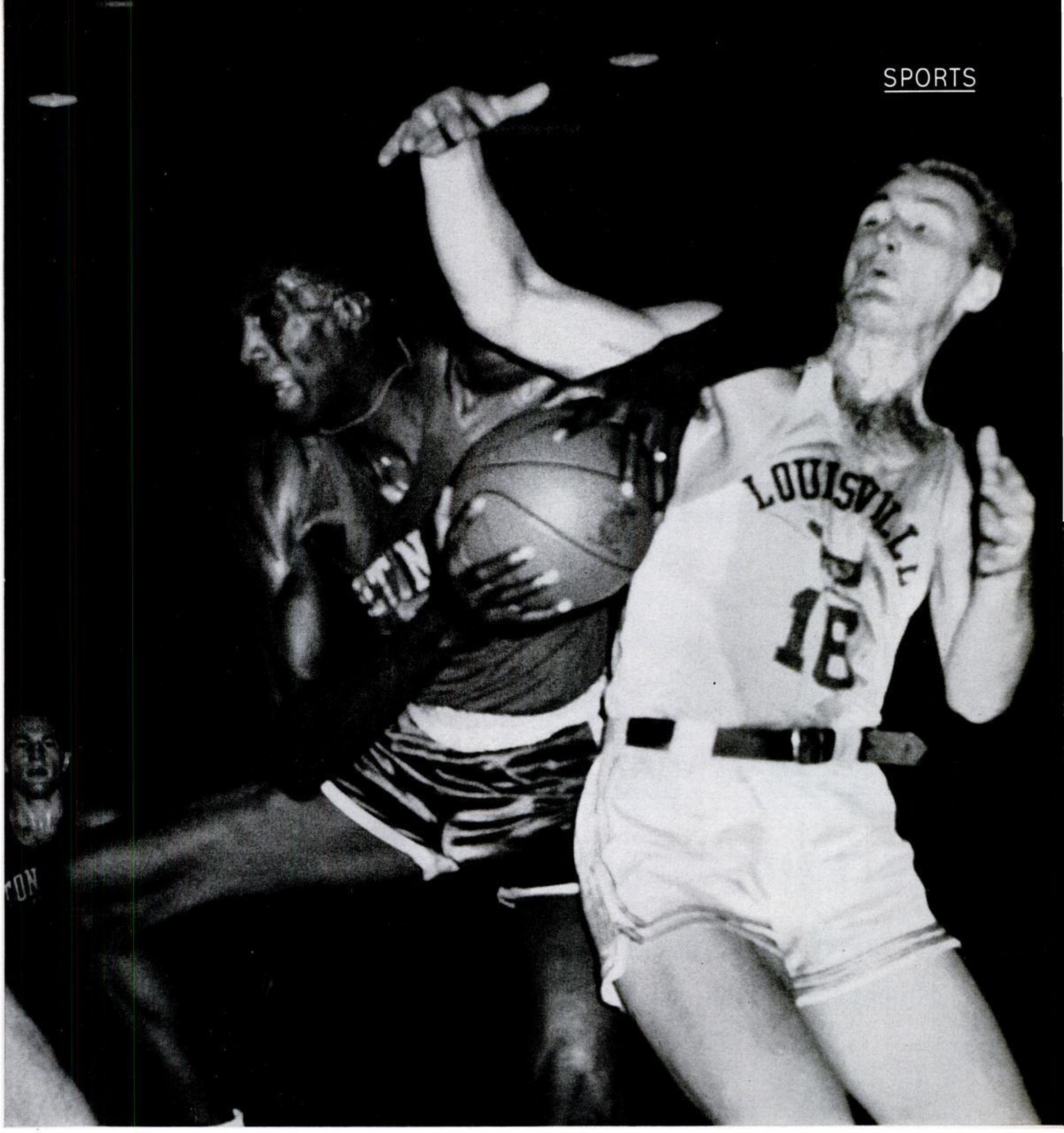
You'll be quick to discover, too, that housewares made of Styron are as practical as they are colorful. They're lightweight, easy to handle, easy to care for, and their wonderful color can't chip or peel or wash away. Moreover, they keep foods at their delicious best . . . and then serve them temptingly.

Just see what a set of accessories in exclusive Styron-Tone colors will do for your kitchen . . . for your lighter, brighter living. Be sure to look for the Styron label. THE DOW CHEMICAL COMPANY, Midland, Michigan, *Plastics Department, PL 1400.*

you can depend on ***DOW PLASTICS***

DOW

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WITH HIPS BUMPING AND ARMS TANGLED, CHUCK NOBLE OF LOUISVILLE (RIGHT) ATTEMPTS TO STEAL THE BALL AWAY FROM SETON HALL'S WALTER DUKES

ROUGH GAME, ROUGHER SEQUEL

The Seton Hall basketball team loses its undefeated record, then its temper and a free-for-all

Until two weeks ago Seton Hall, a basketball team distinguished for clean play as well as competence, was the country's only major unbeaten team. Then Seton Hall lost to Dayton, and the next night against Louisville it also lost its composure and temper.

The game was rough from the start. Players went at each other with elbows, body blocks and half nelsons. Louisville was out to stop Seton Hall's tall and talented Walter Dukes (*above*), but he still managed to score 35 points. Just before the game ended a head-on collision left Dukes dazed and prostrate on the floor.

After Louisville had won, 73–67, one of its players rushed up to shake hands with a Seton Hall man, who interpreted the gesture as a threat and began swinging. That set off a free-for-all with athletes and spectators joining in the melee. It ended with three players going to the hospital. Another, washing his cuts under a shower, muttered sheepishly, "I'm sorry. I lost my head." This week both teams take the floor in New York's National Invitation Tournament where they might meet again.

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Outdoors a Peach



In the clear, bracing outdoors, where it wasn't noticeable, men found her extremely attractive. But, indoors, where the air was heavier and contacts closer, her trouble became all too apparent. Men's admiration turned quickly to indifference . . . the penalty a girl usually pays when she is guilty of *halitosis (bad breath).*

...indoors a Pest!



LISTERINE STOPS BAD BREATH

4 times better than chlorophyll

FEW people are immune from *halitosis (bad breath). It comes and goes . . . absent one day, present the next and you may never know when.

Why risk offending needlessly . . . why take chances with lesser methods when Listerine Antiseptic is such a wonderful, delightful, *extra-careful precaution* against bad breath?

Kills odor-producing germs

You see, by far the most common cause of halitosis is germs. That's right, germs start the odor-producing fermentation of proteins which are always present in your mouth.

Listerine kills germs that cause this fermentation . . . kills them by the millions. Brushing your teeth doesn't give you this antiseptic protection. Chlorophyll or chewing gums don't kill germs. Listerine does.

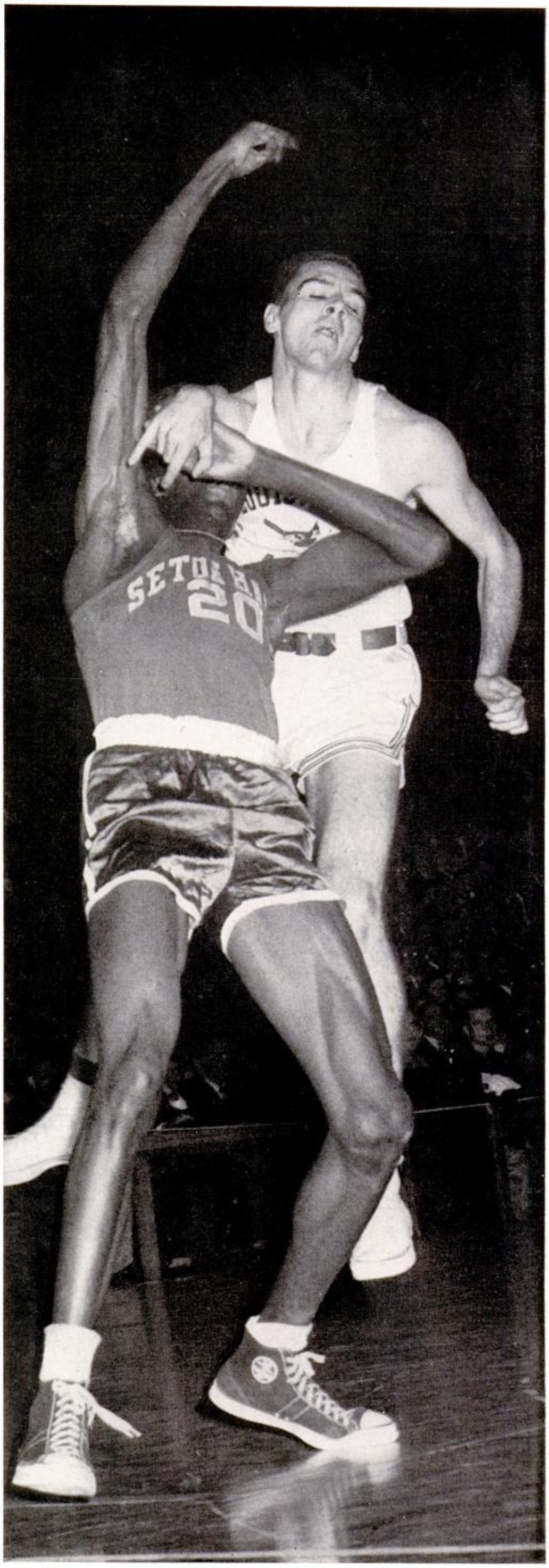
4 times better than tooth paste

That's why Listerine Antiseptic stops halitosis instantly . . . and usually for hours! And that's why Listerine Antiseptic averaged four times better in stopping bad breath than three leading chlorophyll products and two leading tooth pastes it was tested against.

So, if you want really effective protection against halitosis . . . no matter what else you do . . . use an antiseptic—Listerine Antiseptic, the most widely used antiseptic in the world. Lambert Pharmacal Company Division of The Lambert Company, *St. Louis, Missouri.*

... and for COLDS and SORE THROAT due to colds ... LISTERINE ANTISEPTIC

The same germ-killing action that makes Listerine Antiseptic the extra-careful precaution against halitosis, makes Listerine a night and morning "must" during the cold and sore throat season!



OVERHEAD ROUNDHOUSE by Louisville's Al Russak almost knocks over Walter Dukes as the 6-foot, 11-inch Seton Hall star shoots for the basket.

CONTINUED ON PAGE 118

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It's a matter of opinion

Does the lion really rate the title "King of the Beasts"? He certainly looks the part. But in the opinion of many, an angry bull elephant is the toughest of them all. It's a matter of opinion . . .



...but it's a Fact

THAT HAVOLINE IS THE BEST MOTOR OIL YOUR MONEY CAN BUY

"Brand new" or "old reliable"—that car of yours *benefits* when Custom-Made Havoline goes in the crankcase. That's because Custom-Made Havoline is a Heavy Duty motor oil.

New car engines have closer clearances and many demand a Heavy Duty motor oil. Use Havoline in new cars! This outstanding Heavy Duty motor oil is best for any car, old or new. It assures full power, better gasoline mileage, fewer repairs, longer engine life. Change today! For Custom-Made Havoline, see your Texaco Dealer, *the best friend your car ever had.*

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

TUNE IN: Tuesday nights on television — the TEXACO STAR THEATER starring MILTON BERLE . . . METROPOLITAN OPERA radio broadcasts on Saturday afternoons. See newspaper for time and station.

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HOW TO GET **MORE** FOR **LESS**

take two ten-inch "78" rpm records

put both on one seven-inch "45"

THAT'S **RCA VICTOR'S** NEW

"45 EXTENDED PLAY"

Hear your favorite "Pop" artists in these exciting new releases:

4 full selections in each one-record album



only $1.40

Price does not include Federal Excise Tax. Add local tax.

The Three Suns Present Pop Concert Favorites, Vol. II	EPA-400
Frankie Carle Sweethearts, Vol. II	EPA-401
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Perry Como "Rodgers & Hammerstein"	EPA-409
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Hugo Winterhalter "Dream Time"	EPA-413
Spike Jones Kids the Classics	EPA-415
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Buddy Morrow Hits	EPA-417
Wayne King "Waltz Favorites"	EPA-419
Count Basie Piano Rhythms	EPA-420
David Rose "Cole Porter Review, Vol. II"	EPA-421
Sons of the Pioneers Sing Western Favorites	EPA-422
Tenderly He Watches by George Beverly Shea	EPA-423
Homer and Jethro Kid the Top Pops	EPA-424
Eddy Arnold "All-Time Favorites, Vol. I"	EPA-428
Tony Martin "Continental Hits"	EPA-430
Phil Harris "The Preacher and the Bear and Other Favorites"	EPA-431
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Vaughn Monroe "Tenderly"	EPA-439
Ray Noble "Dancing in the Dark"	EPA-441
Hank Snow "Canadian Favorites"	EPA-443
Glenn Miller "Juke Box Saturday Night"	EPAT-401
Sousa "Stars and Stripes Forever"	EPAT-402
Glenn Miller 4 Star	EPAT-405
Benny Goodman "Stompin' at the Savoy"	EPAT-406
Artie Shaw "Nightmare"	EPAT-407
Original Cast "Paint Your Wagon"	EOA-434
Original Cast "Wish You Were Here"	EOA-437
Original Cast "Call Me Madam"	EOA-438
Original Cast "New Faces"	EOA-443

RCA VICTOR
FIRST IN RECORDED MUSIC

"HIS MASTER'S VOICE"



FIGHT BREAKS OUT after the game. Here Louisville's Bill Newkirk (15) (*left*) gets set to tangle with John Miloni of Seton Hall (in dark uniform).



OUT COLD, Seton Hall's Mike Hannon lies unconscious, while Trainer Eddie Coppola (*left*) complains to Honey Russell, Seton Hall coach (*right*).

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HATS ETC. MR. JOHN INC.

Jutting-pocket suit in Sheen-tex, $30.

Below, winged pocket and collar suit, $30.





New: Weathervane halter-vest makes a costume of your suit, $8.95.

←*Belted peplum suit,* $25.

THERE'S ONLY ONE WEATHERVANE®—AND IT'S TAILORED BY HANDMACHER



IF YOU'VE worn a WEATHERVANE . . . you know the feel of flawless fit, the assurance of being dressed in great good taste. If you've never owned a WEATHERVANE . . . you owe it to yourself to wear the best loved suit in America. Only then can you enjoy the expensive look that, amazingly, costs you just $**25** or $**30**!

tailored by handmacher®

AT ONE STORE IN YOUR CITY OR WRITE HANDMACHER-VOGEL INC., DEPT. L3, 533 SEVENTH AVE., N. Y. 18

Weathervane's stay-crisp Celanese acetate fabric comes in 17 exciting, new colors. Misses, junior or Proportioned Plus sizes, one of which is sure to be *your* size.

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Here's General Electric's

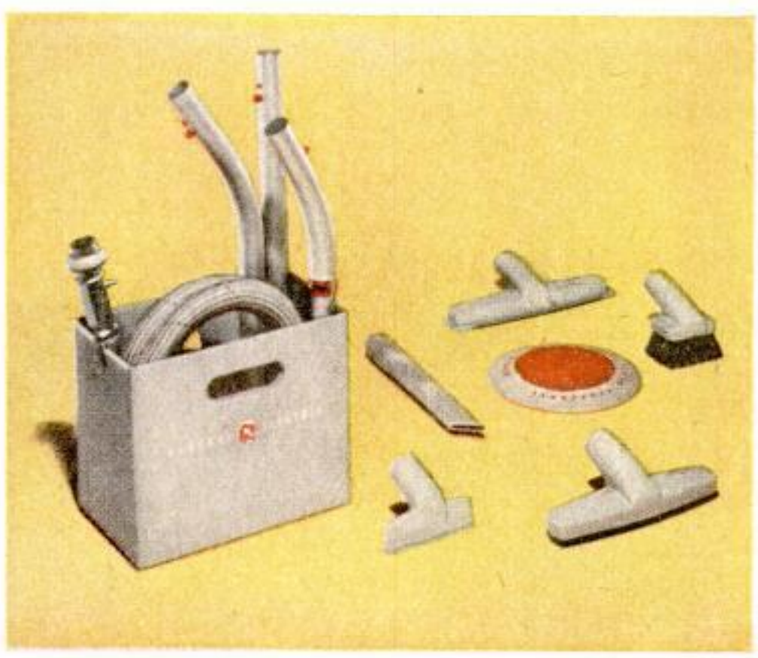
...at a new low



Now "Reach-easy" cleaning costs less than ever before! See how it lets you go anywhere in this room without once moving the cleaner—or even turning it! General Electric's rotating Swivel-top is the reason.



Large "Throw-Away" Bag! Replace it only a *few* times a year in the average household—it's *that* big! Then you just toss the bag away—dirt and all! You never see or touch the dirt.



Eight "nonscratch" attachments! They're kept in a handy portable caddy—and they're versatile enough for any cleaning job. You can clean everything from picture frames to ash trays!

Need a stitch in time?

Do you like miniatures?



Here's a new "stitch-in-time-saves-nine" idea—miniature sewing kit packed inside a unique miniature cleaner. Your local General Electric Cleaner dealer has them. Ask him how you can get one without paying a red cent!

General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

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new Swivel-top Cleaner

price

Only $89.95*

**Manufacturer's recommended retail price.*



HERE'S heartening news for every woman who's been eyeing and longing for General Electric's wonderful Swivel-top Cleaner!

The new, improved 1953 model of this famous cleaner now sells for only $89.95!

Handsomer than ever with its new harmonizing finish, you've just never seen a better "buy" than this new General Electric!

And this cleaner gives you "Reach-easy" cleaning—made famous by G.E. All you do is set it in the center of the average room and—*without once moving the cleaner*—you reach every nook and corner, every square foot of wall and rug!

For, ma'am, the wonderful Swivel-top of this new cleaner goes 'round with you as you go 'round the room! And, unlike many a cleaner . . .

G-E gives you steady, strong cleaning power!



DIRT CLOGS SUCTION

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched straw once it starts filling up.

DIRT CAN'T CLOG SUCTION

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner's full.

Really, ma'am, with this cleaner you keep your house immaculate—and yet save time and energy! It's as handsome an appliance as ever wore the General Electric Monogram. Why not let your near-by General Electric dealer show it to you today. You'll want to walk out of the store with it!

You can put your confidence in—

GENERAL ELECTRIC

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The **WESTMORES** of **HOLLYWOOD** taught me these 3 MAGIC MAKE-UP steps...

Virginia Mayo



The men who make the stars more beautiful, the Westmores, can make a more glamorous YOU. Consulting here with Virginia Mayo are: Perc Westmore, dean of Hollywood make-up artists; Wally, Make-up Director; Frank, famous Hollywood make-up stylist; Bud, Make-up Director.



DOT! Simply apply a few tiny dots of liquid Tru-Glo lightly to your forehead, chin and cheeks.



BLEND! Use fingertips in massaging motion to blend over entire face and under jawline.



PAT! With soft tissue, pat to get soft "mat" finish. Your complexion becomes luminous... instantly!



Here Miss Mayo is using "Natural" Tru-Glo and "Lovely Pink" Lipstick.

YOU can share this make-up secret created especially for the stars!

The Westmores created it for the Hollywood stars personally...this exciting *liquid* make-up to give their complexions the same ravishing glamor on the street that they have in screen close-ups!

Now YOU can share it! Yes, with TRU-GLO, your complexion's true *natural* beauty comes to light...alive with a breathtaking dewy freshness, a petal-smooth glowing radiance!

An *easier-to-apply* make-up, Tru-Glo flows on your cheeks to hide unsightly pores and tiny blemishes... draws a sheer veil of color over tell-tale lines... gives your complexion a gardenia-like softness that lasts all day!

And... Tru-Glo never streaks... never leaves a "masky" look. It's never greasy, never drying. Satiny Tru-Glo is perfect for *every* type of skin—comes in shades to suit every skin tone. It is available wherever good cosmetics are sold.



ONLY 59¢ plus tax*

**Slightly higher in Canada*

Tru-Glo
LIQUID MAKE-UP

WESTMORE *Hollywood* **COSMETICS**



New fire for lips...in Westmores' creamy, smear-proof lipstick!

Adds the perfect touch! Caresses the lips with a new, warm, living color—inviting velvety softness—intoxicating sheen! Non-smear, non-smudge and non-drying. Goes on so creamy—and stays on and on and on!

"Creamy Indelible" or "Regular"
ONLY 59¢ plus tax

"Regular" also available at 29¢ plus tax

Also available in Canada

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BELL-SWINGING MISS FRANCES OPENS TV CLASS

A 'DING DONG' RINGS TV BELL

Teacher gets close to the kids

"I'm your school bell, sing dong ding.
Boys and girls all hear me ring. . . ."

To beleaguered mothers these lyrics sung by the matronly woman above are probably the most welcome sound in TV today. The singer calls herself "Miss Frances" and her song introduces *Ding Dong School* (10–10:30 a.m. E.S.T., weekdays, NBC-TV), most astonishing new hit on TV. Starting unheralded in Chicago last fall, Miss Frances has boosted her audience to almost two million viewers in 36 cities.

The secret of *Ding Dong*'s success is Miss Frances' warmth and experience—she is Mrs. Frances Horwich, 44, and a veteran educator. Speaking into a camera at a 4-year-old's eye level, she seems to carry on conversations with the tots, gets them to take part in the games and lessons she illustrates. She discusses crises, like haircuts. She shatters TV taboos against repetition by doing finger-painting over and over again. Proud of increasing expertness, children love this. Near the end of each class Miss Frances says, "Now go get your mother" and, for parents, summarizes her lesson, and tells them what materials to have ready for the next day's TV class.

In Chicago, Miss Frances already has far surpassed Arthur Godfrey's top-ranking morning show and has sponsors clamoring to back her—to date, she has accepted only two sponsors. Advocates of educational TV are cheering because with almost no budget Miss Frances has done what most TV know-it-alls said could never be done: put on an educational program both good and commercially successful.

A LITTLE STRETCHING to keep things going is done by Miss Frances who interrupts lessons, invites tots to "see how tall we can make ourselves."

CONTINUED ON NEXT PAGE

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air-wick*

3

times as effective!

Yes, tests prove **air-wick** kills typical indoor odors 3 times as effectively as other deodorizers tested! Avoid embarrassment—kill cooking, smoking and bathroom odors with **air-wick.**



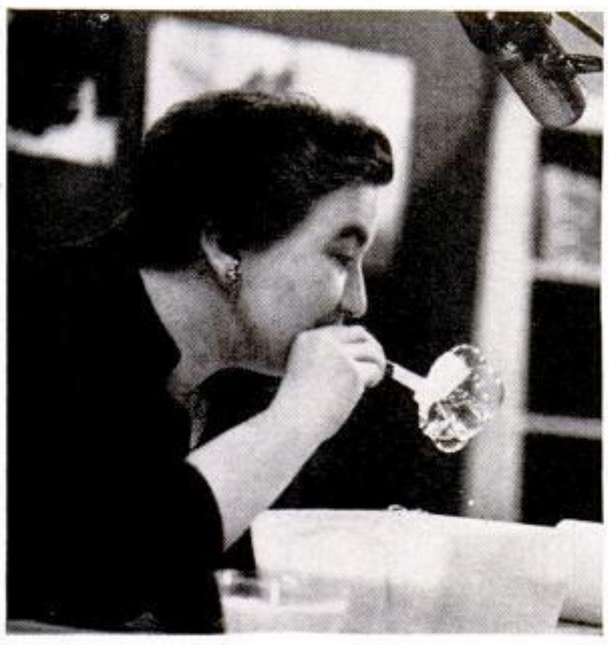
air-wick is the world's largest-selling household deodorizer... and it's the product that made **chlorophyll** a household word.

*air-wick IS A TRADEMARK OF SEEMAN BROTHERS, INC.
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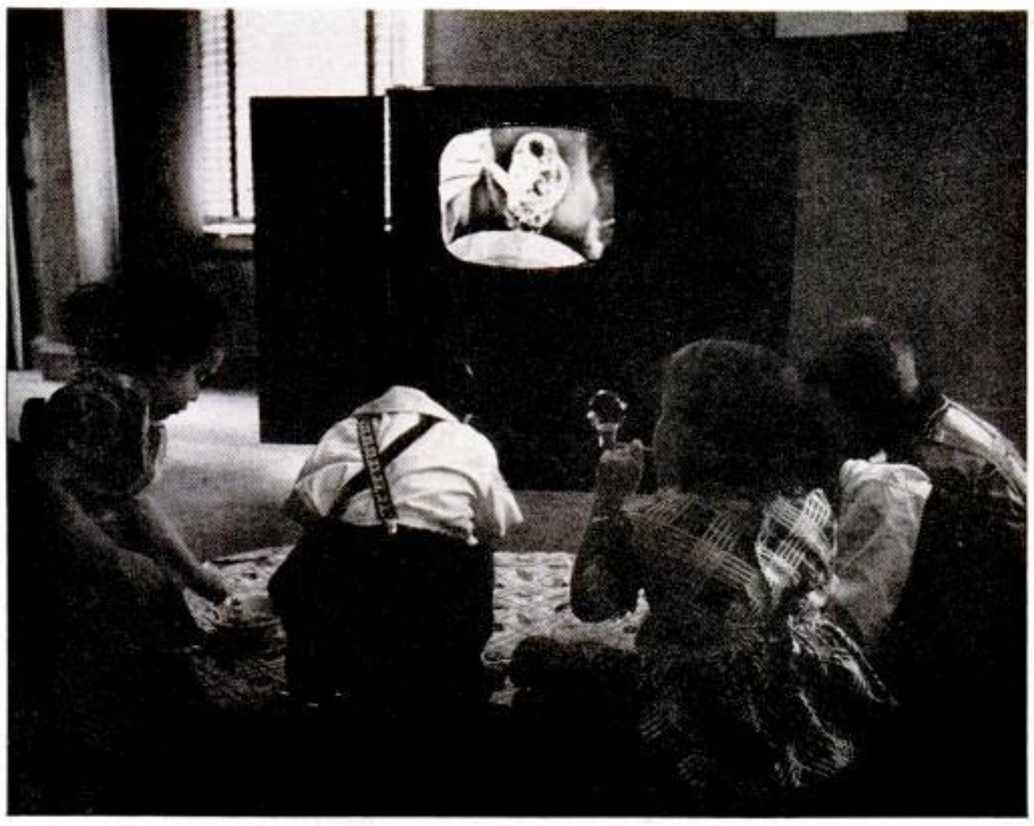


FINGER-PAINTING by Miss Frances inspires children (*below*) to splash out designs of trees, oceans. She finishes such lessons with paint up as far as her elbows. Then she explains to worried mothers the paint washes off.





BUBBLE-BLOWING of Miss Frances is imitated by kids at a set in a Chicago home. Mindful of domestic manners, Miss Frances cautions, "It looks like daddy's pipe, doesn't it? But we never touch daddy's pipe, do we?"



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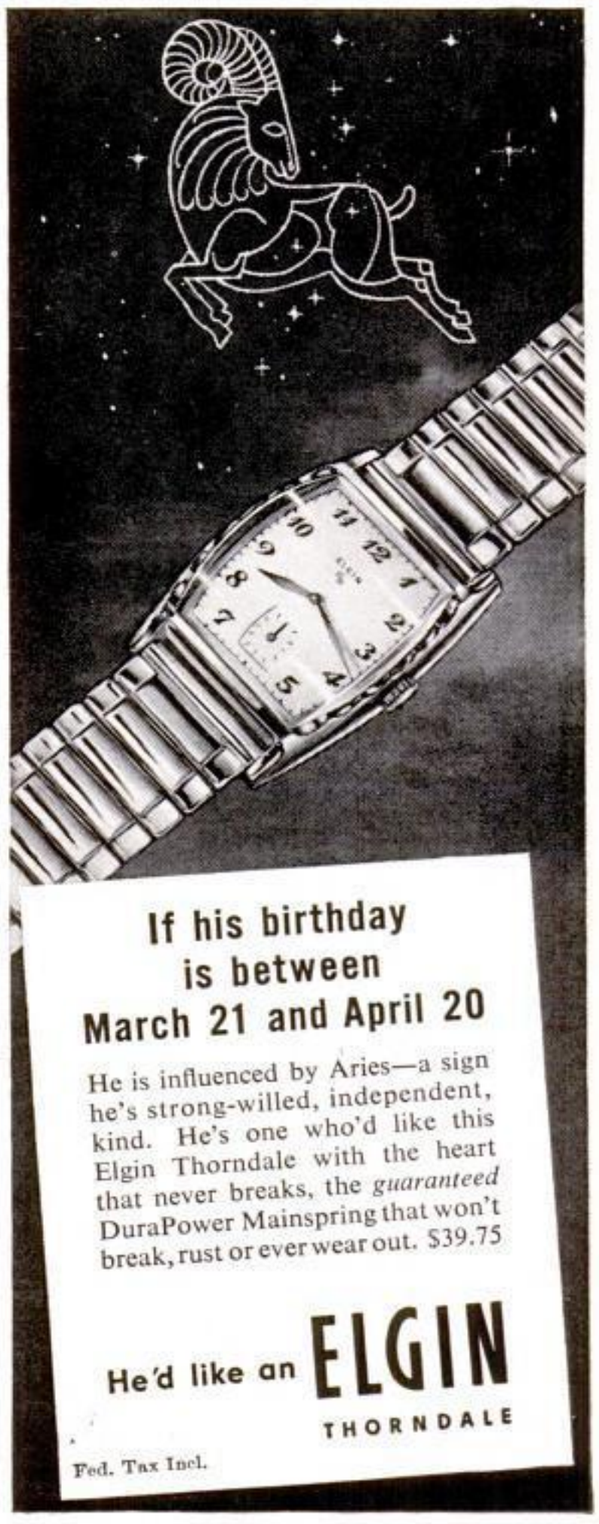


A luxury that actually does you good

You should use it: Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is *proof* of Aqua Velva's action.

You'll like to use it: In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

P.S. to Wives: Give him the luxury lotion he *likes!* Gift bottle, 11 ounces.



If his birthday is between March 21 and April 20

He is influenced by Aries—a sign he's strong-willed, independent, kind. He's one who'd like this Elgin Thorndale with the heart that never breaks, the *guaranteed* DuraPower Mainspring that won't break, rust or ever wear out. $39.75

He'd like an ELGIN THORNDALE

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for 90 seconds, her future was on fire

Frantic hands beat out the flames that, in seconds, ate through her dress to her skin.

True, she lived. But in the past the deep burns would have marked her for life; ugly, reddish scars would have set her apart from her more fortunate friends.

Today, she is playing happily with her schoolmates. She can thank modern surgeons who created a new technique in healing burns and used two waste-dissolving enzymes to aid their plastic surgery in growing normal skin. These waste-removers act as tiny assistants to the surgeon's skilled hands in many types of operations.

In surgery, as in other fields of medicine, Lederle is proud to have made important contributions. The enzymes, for example, have long been observed in small laboratory batches, but the difficult problem of purifying and producing them in the quantities required by the medical profession was unsolved. After many years of patient research, these cleansing enzymes – called streptokinase and streptodornase* – were made available by Lederle.

They offer modern doctors another great weapon to fight disease. These medical men of good will, through their use, can now help many another little girl toward a brighter, happier future.

*VARIDASE® Streptokinase-Streptodornase Lederle

Lederle *dedicated to helping your doctor help you live*

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It's magic! This rice keeps *fluffy* *even though you cook it a full day ahead!*

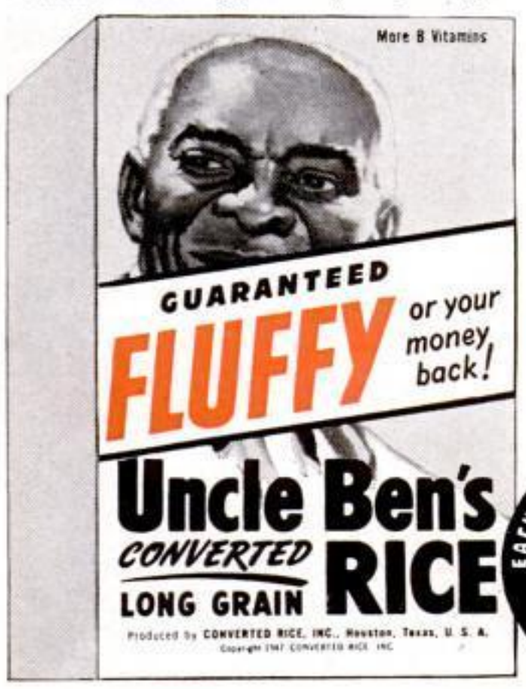


This is the nutritious rice you've been reading about

Lighter. Whiter. Fluffiest ever. And with a cooking ease and sureness you've never known rice could have. It's all because Uncle Ben's Rice is put through a special process* before milling. Makes it cook up fluffy every time—stay fluffy far longer (yes, cold or reheated). Extra nourishing. Extra economical. One cup of Uncle Ben's gives you 4 cups of nourishing, fluffy rice. *Guaranteed* fluffy.

**Uncle Ben's Rice is made by the exclusive vacuum-pressure process that drives natural B-vitamins and minerals (lost in ordinary milling) deep into the grain. More nourishing. Easier cooking. Fluffy every time.*

Available now in big, economy size package.



Uncle Ben's
CONVERTED
LONG GRAIN RICE

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EACH GRAIN SALUTES YOU

CONVERTED RICE, INC.
Houston, Texas



SIMPLE MATERIALS like pipe cleaners are used by Miss Frances to teach figure-making. Neighborhood stores sell out such items for her TV classes.



SIMPLE FIGURES easily identifiable by the children are used in tear-out games. Small fry also are urged to create original shapes without her help.



SIMPLE PLEASURE for Mrs. Horwich in the evening is being entertained by others on TV. Her husband, an Air Force historian, is now serving in Korea.

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Outstanding for Excellence

This exquisite ebony and satinwood ship model, made for the British Admiralty in 1800, was used as the working pattern for the full-sized Brig, "*The Snow.*" Each of its thousands of parts is in exact scale. Pulleys, blocks, winches, yards and sheets—and even the tiny compass in the binnacle—all function perfectly. One of the very few original Admiralty models still in existence, it is a priceless heritage—truly outstanding for its excellence!



OUTSTANDING among the finest whiskies of the world, Hunter has been unsurpassed for 93 years. Superbly smooth and magnificently flavorful, no finer whiskey has ever passed your lips. If you haven't tried Hunter, you don't know what you've been missing.

HUNTER

"First over the Bars"

HUNTER-WILSON DISTILLING CO., INC., LOUISVILLE, KY. BLENDED WHISKEY, 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

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This lighter-weight takes a load off your head

You're looking at the lighter-weight that's changing the nation's hat habits, sir. It's the all-season Champ Californian. Try it on today, with Easter--and the summer-to-winter months ahead--in mind. Notice how light it is--butterfly light!

Notice how comfortable it is--you're hardly aware you're wearing it! Now take it off for inspection. That's imported Kasmir fur-felt, pre-creased to stay in shape through pea-soup fog and drenching downpour. Seasons may change, but you won't change your Champ Californian. The price? $7.50--most men guess more. Other Champ lighter-weights and regular-weights, $7.50, $8.50, $10. Individually boxed. At men's stores and department stores everywhere.

CHAMP

LIGHTER-WEIGHTS

Illustrated in metal blue is the Champ Californian, $7.50. ©1953. Champ Hats, Inc., 350 Fifth Ave., N. Y.

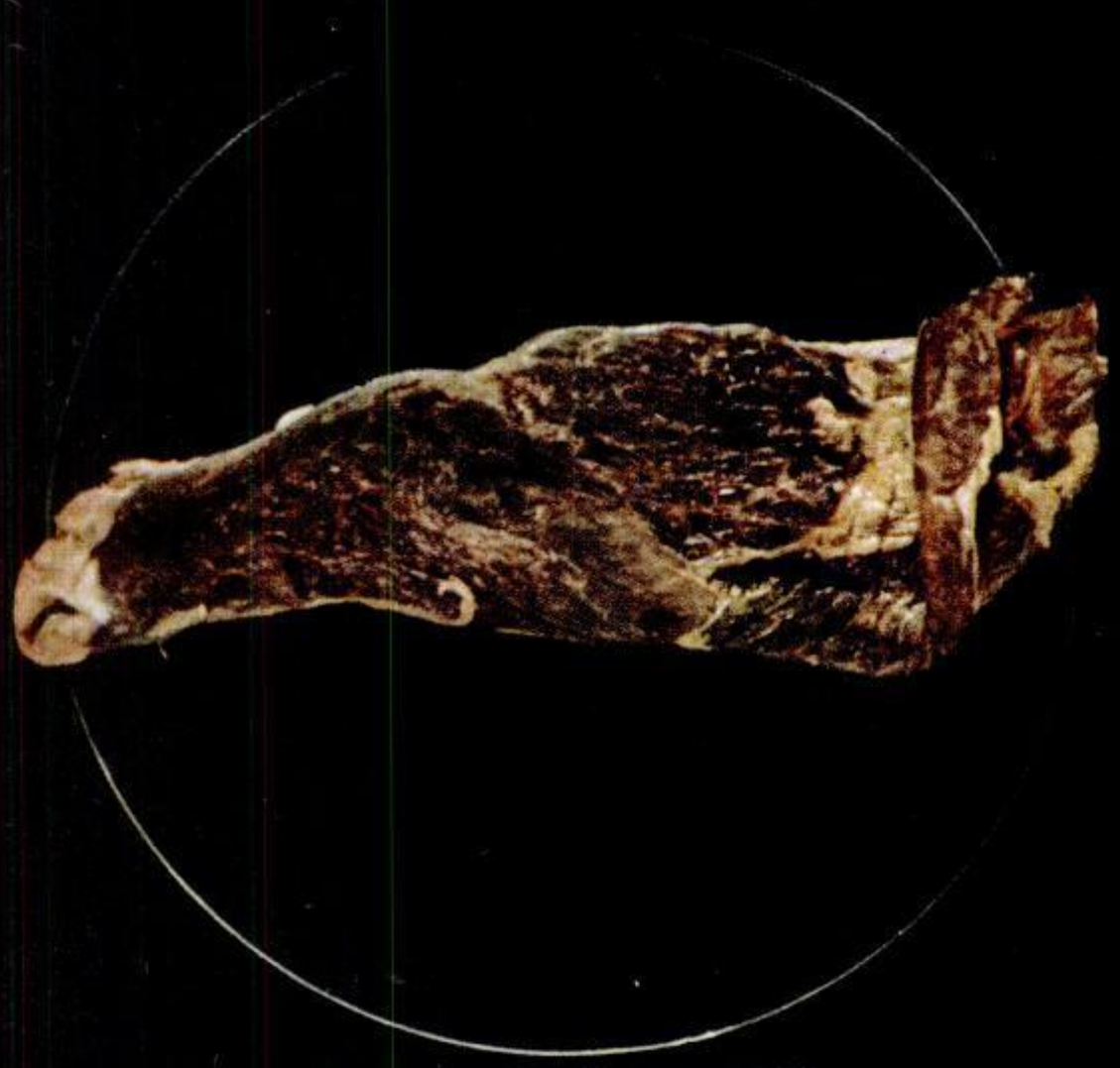
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UNTREATED PEAS AFTER 6 DAYS



IRRADIATED PEAS AFTER 6 DAYS



UNTREATED BEEFSTEAK AFTER 32 DAYS



IRRADIATED BEEFSTEAK AFTER 32 DAYS



UNTREATED BEANS AFTER 38 DAYS



IRRADIATED BEANS AFTER 38 DAYS

ATOMIC RADIATION PRESERVES FOOD

Treatment with deadly gamma rays kills the bacteria that cause spoilage but leaves food safe to eat

At the University of Michigan, Scientist Lloyd E. Brownell dished up six samples of food, put three of them into a container of radioactive cobalt for 24 hours. Then he put all six samples in a warm room and left them there.

What happened is shown above. As expected, the untreated food rotted and molded. But the treated samples stayed fresh. They were preserved by atomic rays emitted by the cobalt. The rays killed the bacteria which normally secrete the enzymes that spoil food by chemical action. Yet the irradiation had not made the food radioactive. It was safe to eat.

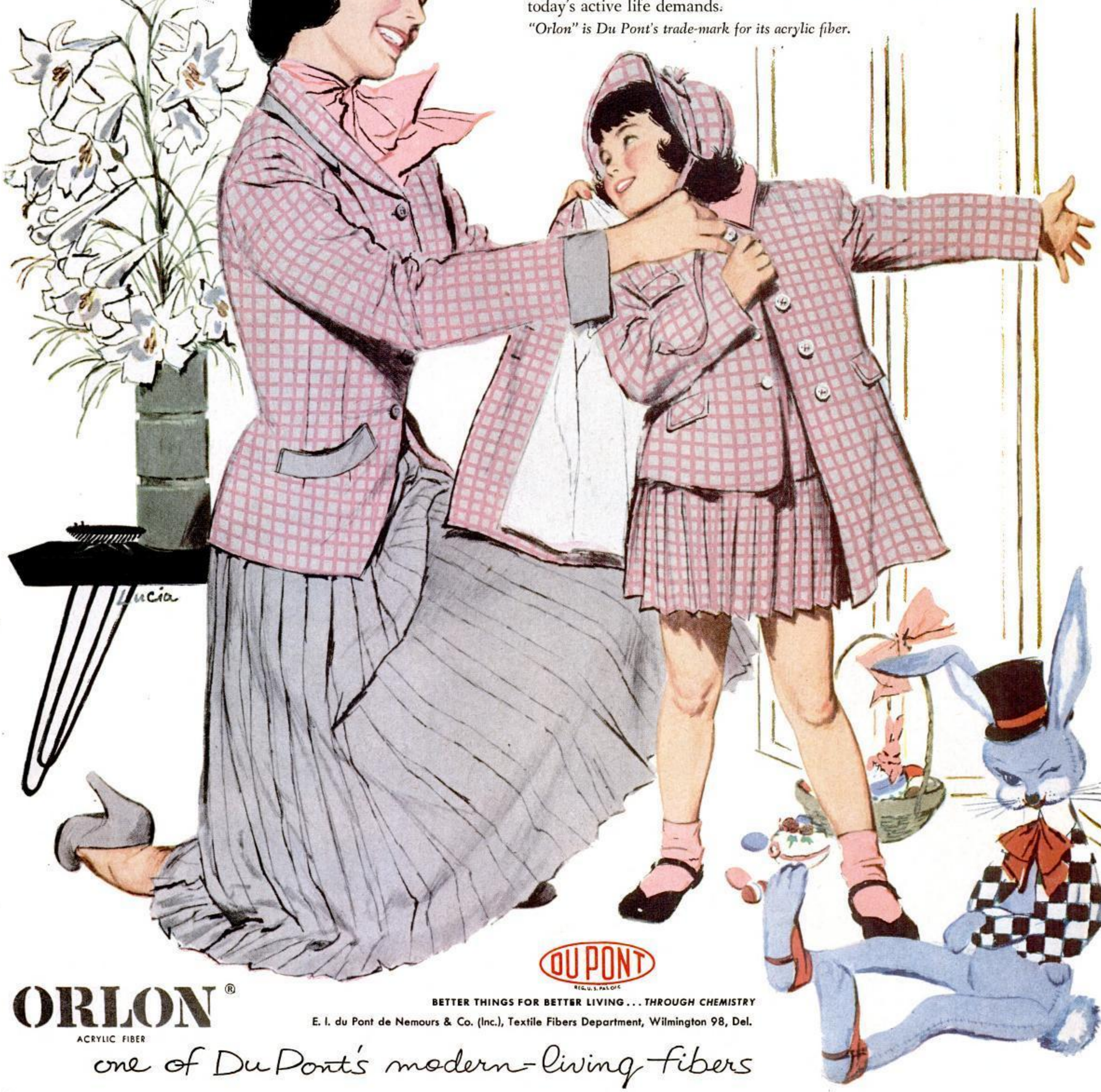
This small test demonstrates a process that might revolutionize the canning and refrigeration industries and permit room-temperature storage and shipment of fresh vegetables and meat. The university has just installed $50,000 worth of cobalt-60 to irradiate food on a larger scale. But at least two more years of tests are needed to prove the process is absolutely safe.

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Thank ORLON for new easy care in lovely Easter wear!

Modern mothers and daughters go more places. And whether facing TV cameras in the Easter parade or simply driving to school, they like to look up-to-the-minute with fewer minutes wasted. They find Du Pont "Orlon" as modern as they are. In suiting like this, for instance, a soft and lovely blend of "Orlon" and wool, "Orlon" acrylic fiber makes even spring colors and pleats practical. It helps the suiting keep its "Easter Sunday Look" day after day. Then pop it in the wash . . . no repleating's needed. Even jackets are sudsable, when properly made like these. Look for "Orlon" when you're Easter shopping! In colorful, new fabrics, "Orlon" makes possible smart suits, coats, dresses . . . yes, even curtains and drapes . . . with the new easy care today's active life demands.

"Orlon" is Du Pont's trade-mark for its acrylic fiber.



ORLON®
ACRYLIC FIBER

DU PONT
REG. U. S. PAT. OFF.

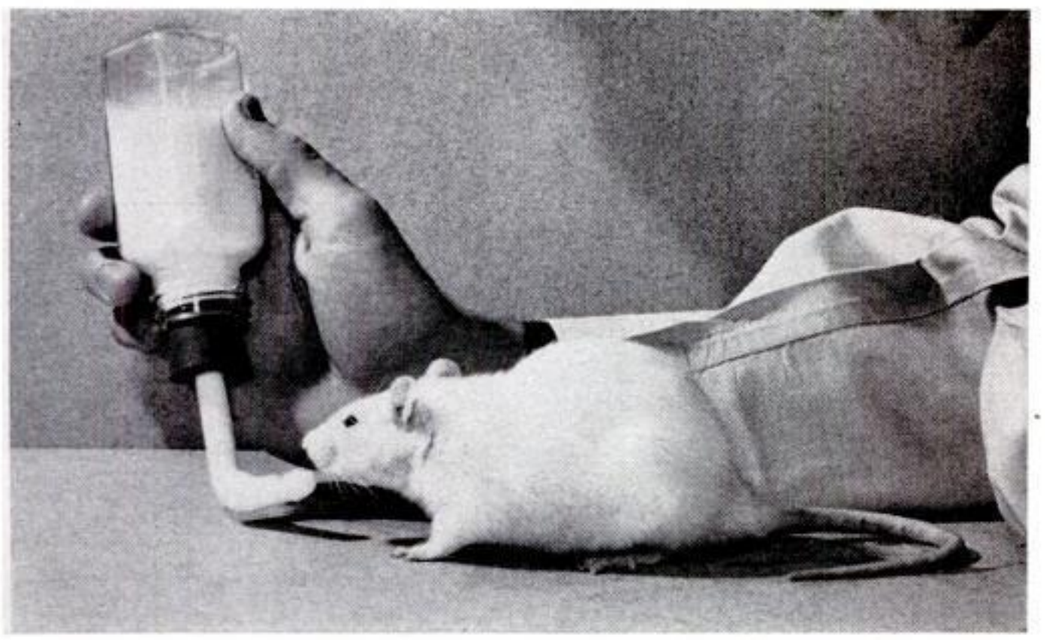
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Department, Wilmington 98, Del.

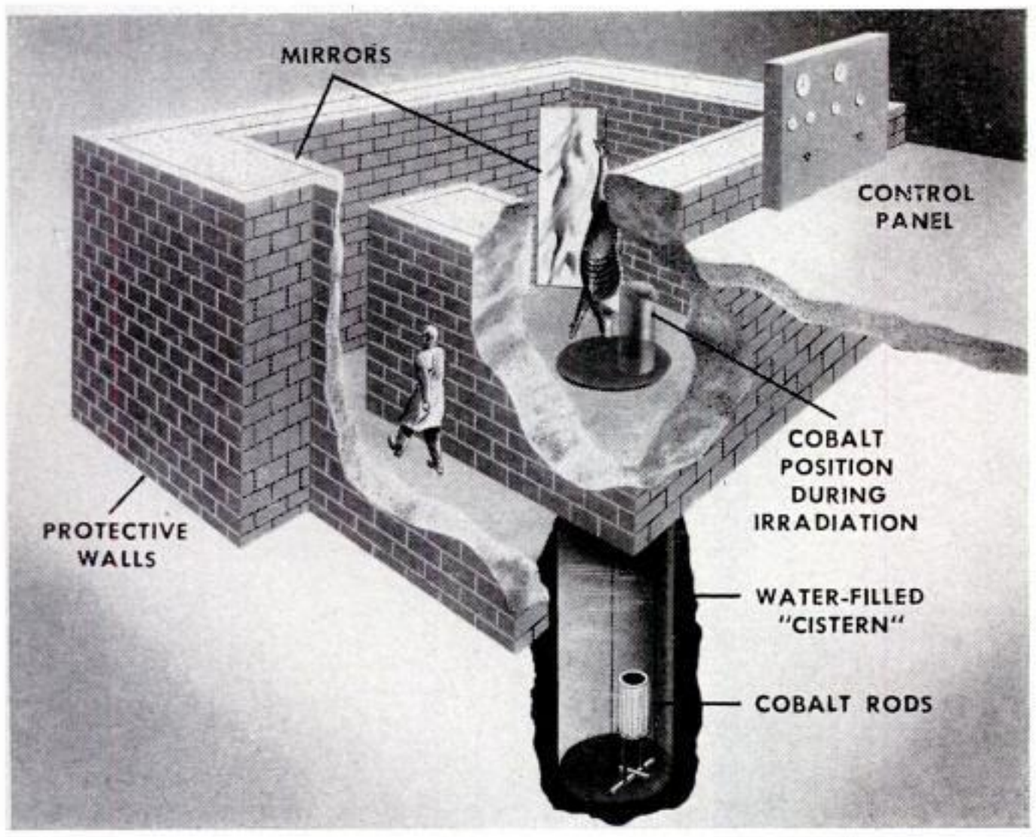
one of Du Pont's modern-living fibers

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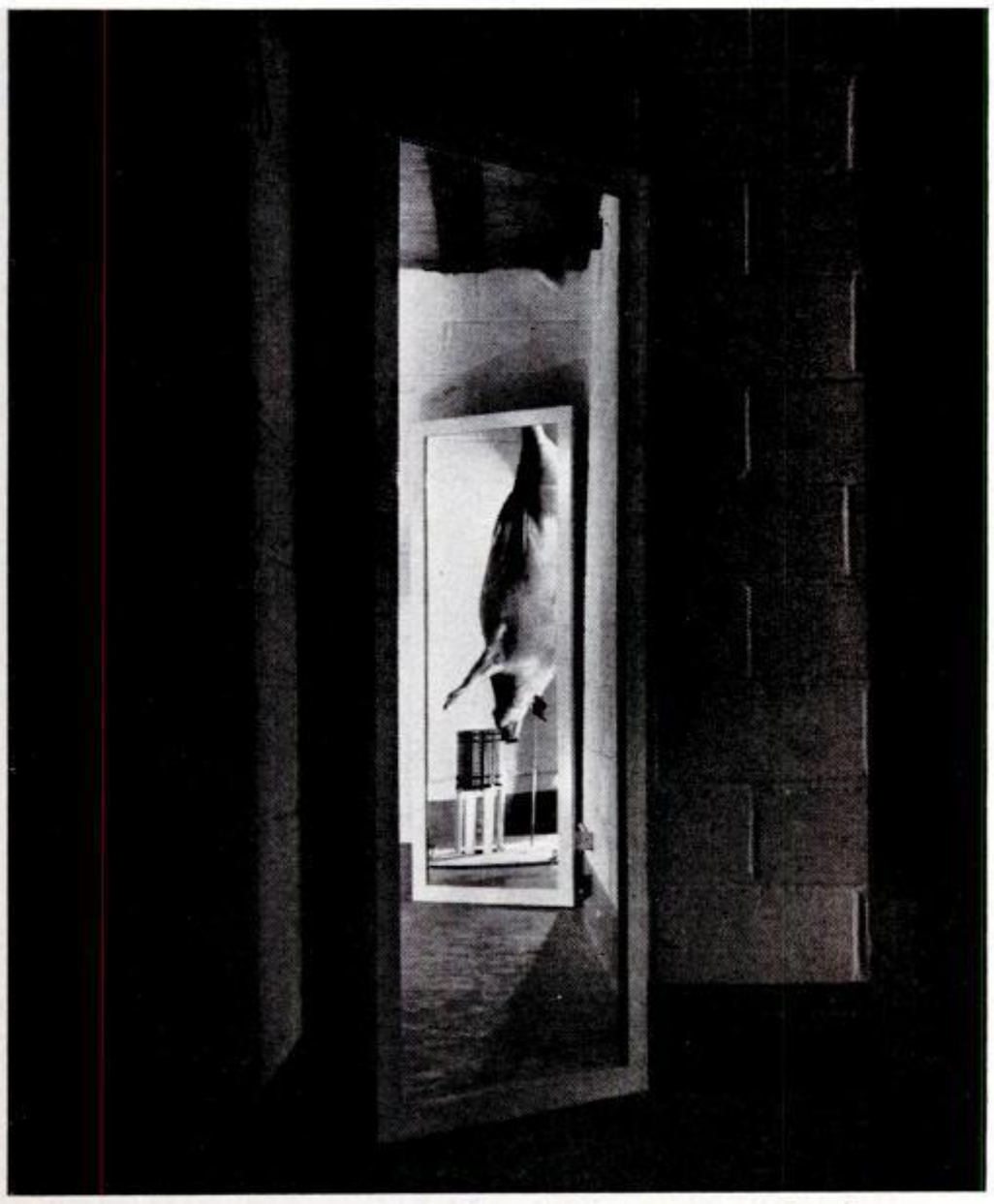
Ray-preserved Food CONTINUED



SAFETY TEST to prove that food treated with radiation is harmless to humans is conducted by feeding mice irradiated milk from bottle and tube.



LARGE-SCALE IRRADIATOR uses 100 cobalt rods as radiation source, mirrors for observation from outside of room. When not in use rods are lowered by remote control into 16-foot-deep "cistern" so people can enter room.



IRRADIATING HALF A HOG, here seen in mirrors, cobalt rods rise near pig's snout. Rays also inactivate pig parasites that cause human trichinosis.

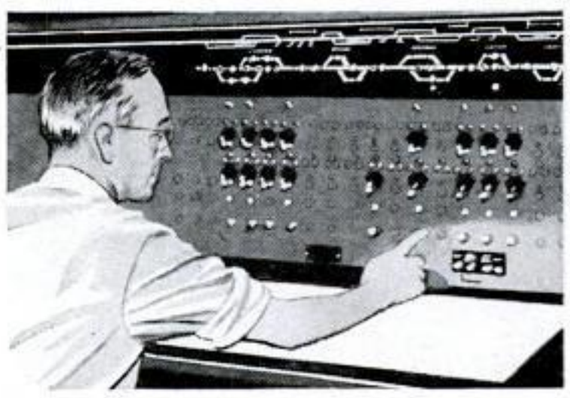
HOW THEY "Call the Signals" ON AMERICA'S RAILROADS



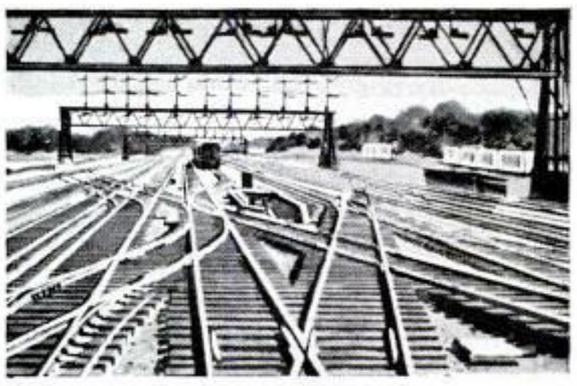
Railroad signals have come a long way from the time when a colored ball hoisted to the top of a pole signaled that the track ahead was clear. Today, trains run more than 2,000,000 miles every day on American railroads, under the world's most complete, most effective and safest system of traffic control.



Basic in this traffic control is the automatic block signal system by means of which a train in a "block" or section of track reports its presence to all approaching trains. This is done automatically through electrical operation of signals which tells the engineers of other trains whether to stop, to proceed with caution, or to go ahead.



On sections of line equipped with Centralized Traffic Control, all trains automatically report their exact positions and movements through lights on a map on a central control board. By moving little levers on this board an operator can set signals and throw switches that govern the movement of trains as far away as 200 miles.



The way trains are directed through great terminals is another modern marvel. Lights on a map tell the operator the position of every train. Through his control board he lines up signals and switches which are so "interlocked" as to make it impossible to set up conflicting routes as trains are guided automatically through the maze of terminal tracks.



On some lines of exceptionally heavy traffic, signals inside the locomotive cab, itself, provide the engineer and fireman with constant information about changing traffic conditions ahead. And, supplementing all these means of *automatic* signaling is the radio or induction train telephone by which conversations are carried on between trains and stations, and between train and train.

The great improvements in "calling the signals" on America's railroads are typical of the progress from research which benefits not just the railroads, themselves, but all of us in a nation whose production rolls on rails of steel.

ASSOCIATION OF AMERICAN RAILROADS

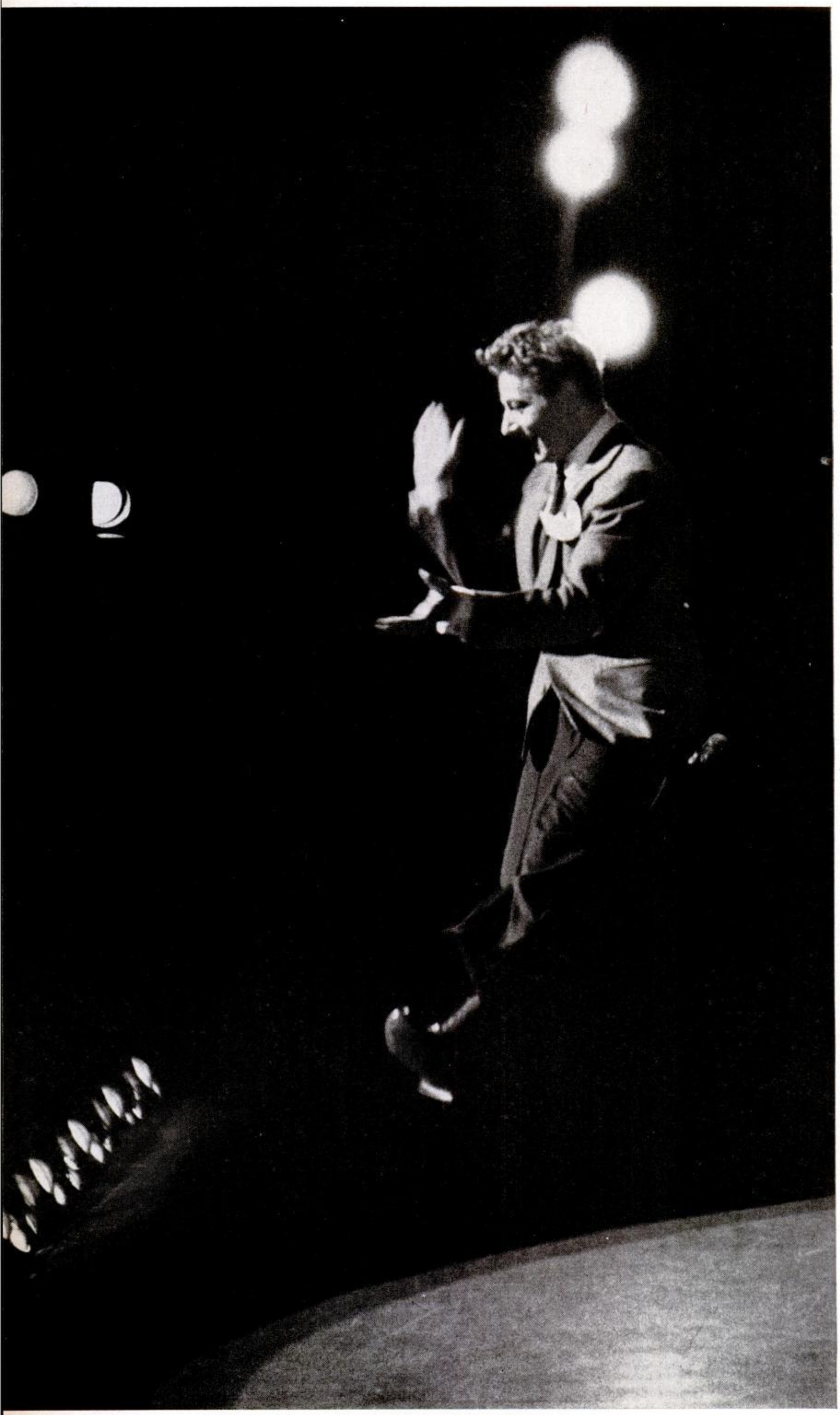
WASHINGTON 6, D. C.



You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

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B'way





ROSALIND RUSSELL, triumphing in *Wonderful Town*, is swept against her will into back-breaking, tumultuous conga dance by members of Brazilian fleet.

DANNY KAYE, heading a vaudeville show at Palace, keeps audiences entertained steadily for hour and 30 minutes by his solo clowning, singing, dancing.

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Barrage of B. O. Bonanzas —VARIETY



Show business gets out of the doldrums with a windfall of gay new hits

The headline printed above from last week's *Variety* reads in its entirety, "B'way Barrage of B.O. Bonanzas Reverses Trend of Past Seasons." What this means, of course, is that after several sluggish seasons a batch of new hits is finally bringing big money into the box office. And since most of them are comedies, they are bringing Broadway the gayest days it has known in years: Rosalind Russell coming back to Broadway like a prodigal daughter, Danny Kaye chatting and cutting up for his sell-out audiences as if they were a couple of old friends, a high-powered cast making a hit out of a low-key Kansas fable, a couple of surprises coming in from the Yiddish theater and the song-and-dance world.

The upturn, which started in January, reached a climax when five hits opened in three weeks: *Hazel Flagg*, *Wonderful Town* (*pp. 133–135*), *Picnic* (*pp. 136, 137*), *On Borrowed Time* (*p. 138*) and Shaw's *Misalliance*. Though it is offering fewer shows than last year, Broadway is offering better shows to bigger audiences. With new ones coming soon by Cole Porter, Rodgers and Hammerstein, the bonanza hasn't run out yet.

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Roz romps around 'Wonderful Town'

The show which brings Rosalind Russell back to Broadway after 23 years —she last appeared as a chorus girl in 1930—is a rambunctious and tuneful poster of New York life called *Wonderful Town*, the biggest hit since *Guys and Dolls*. The show is practically sold out for three months, and speculators get as much as $20 for a ticket. Adapted by Joseph Fields and Jerome Chodorov from the 1940 play, *My Sister Eileen*, it has music by Leonard Bernstein, lyrics by Adolph Green and Betty Comden and a story about two sisters from Ohio migrating to Greenwich Village. Luckiest of all, it has Roz Russell who, though not a top singer or dancer, is a skillful and charming entertainer. She throws herself into the show with abandon, never once gives the impression of a movie star merely cutting up.



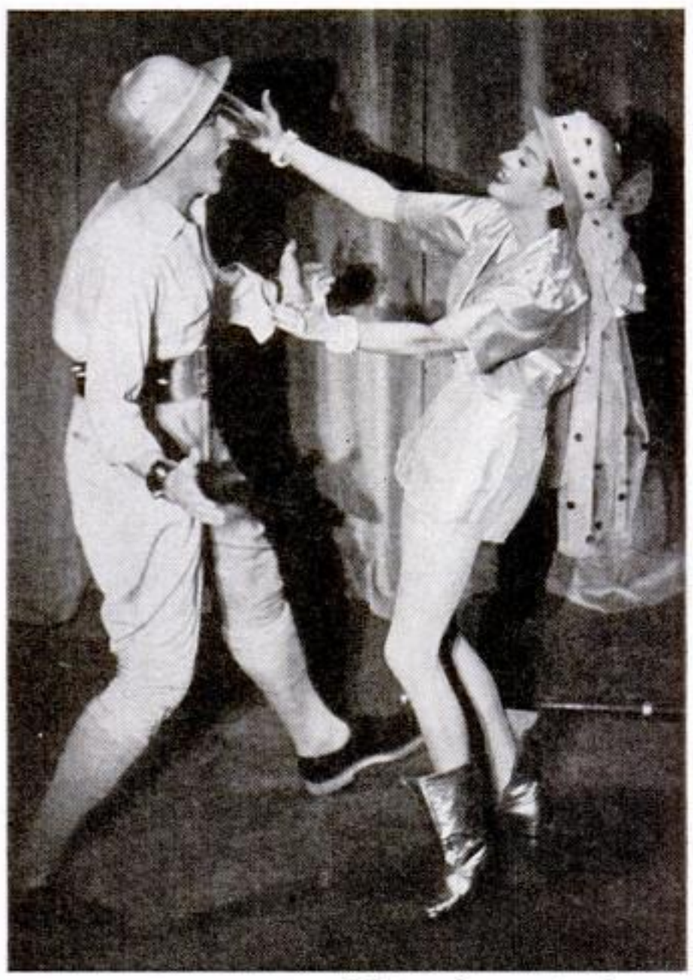
POPULAR ROZ RUSSELL has become the No. 1 goal for autograph hunters who besiege her at stage door of Winter Garden by offering programs to be signed.



RHYTHMIC ROZ swings into *The Wrong Note Rag* with Edith Adams (*left*) who acts Eileen, her younger, prettier sister. Eileen wins boyfriends by the dozens, while Roz wins success as an author.



POOR ROZ in play has to earn money by wearing electric sign advertising a nightclub.



INTREPID ROZ is an African hunter in fantasy scene showing her as the heroine of her early stories.



DISSOLUTE ROZ, also in fantasy, portrays a terribly chic society dame who poisons herself for love.



WOEFUL ROZ, again in one of her corny tales before she became good author, is a frumpy paramour.

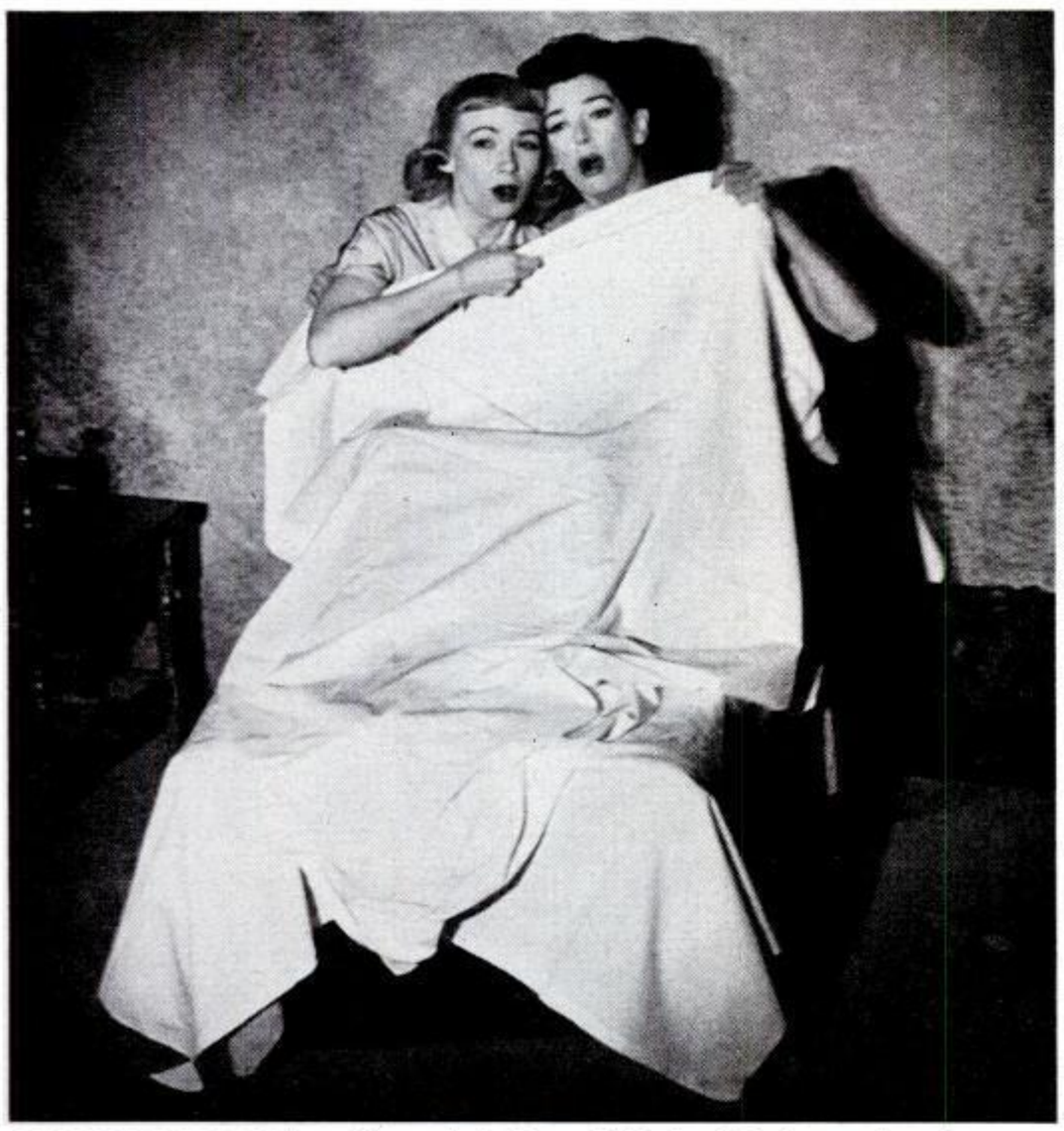
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DESPERATE ROZ, summoned unexpectedly to go out on her first newspaper job, finds a run in her stocking. Too poor to afford more than one pair, she exchanges hosiery with generous sister Eileen.



DELIGHTED ROZ, at show's end, acknowledges thunderous applause with pleased and humble bow.



HOMESICK ROZ, bewailing tribulations of big city life, does a close-harmony number with Eileen, "Why, oh why, oh-why—oh/Why did I ever leave Ohio?"



SPORTIVE ROZ, caught unawares by a backstage camera after curtain went down on one of her scenes, does impromptu caper with singing cops.

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LIKE A LORD OF CREATION, BOASTFUL HAL (RALPH MEEKER) SPRAWLS AMONG HIS FRIENDS AND LIES ABOUT HIS BIG OIL JOB. THE SCENE BY JO MIELZINER

'Picnic' tells conquests of a Kansas Casanova

In the deep summer heat of Kansas a handsome ex-athlete named Hal Carter, who is scarcely more than a bum, comes along looking for odd jobs. He charms a matron, excites a spinster, helps an awkward girl outgrow her tomboyishness and captures the prettiest girl in town.

Picnic, now a bigger hit than any nonmusical show on Broadway, is the second success for Playwright William Inge (*Come Back, Little Sheba*) and another hit for Joshua Logan who directed it firmly for entertainment values. The young people in *Picnic* are both exuberant and



WITH TOMBOY (Kim Stanley), who is scorned and teased by other boys, Hal has playful scrimmage.

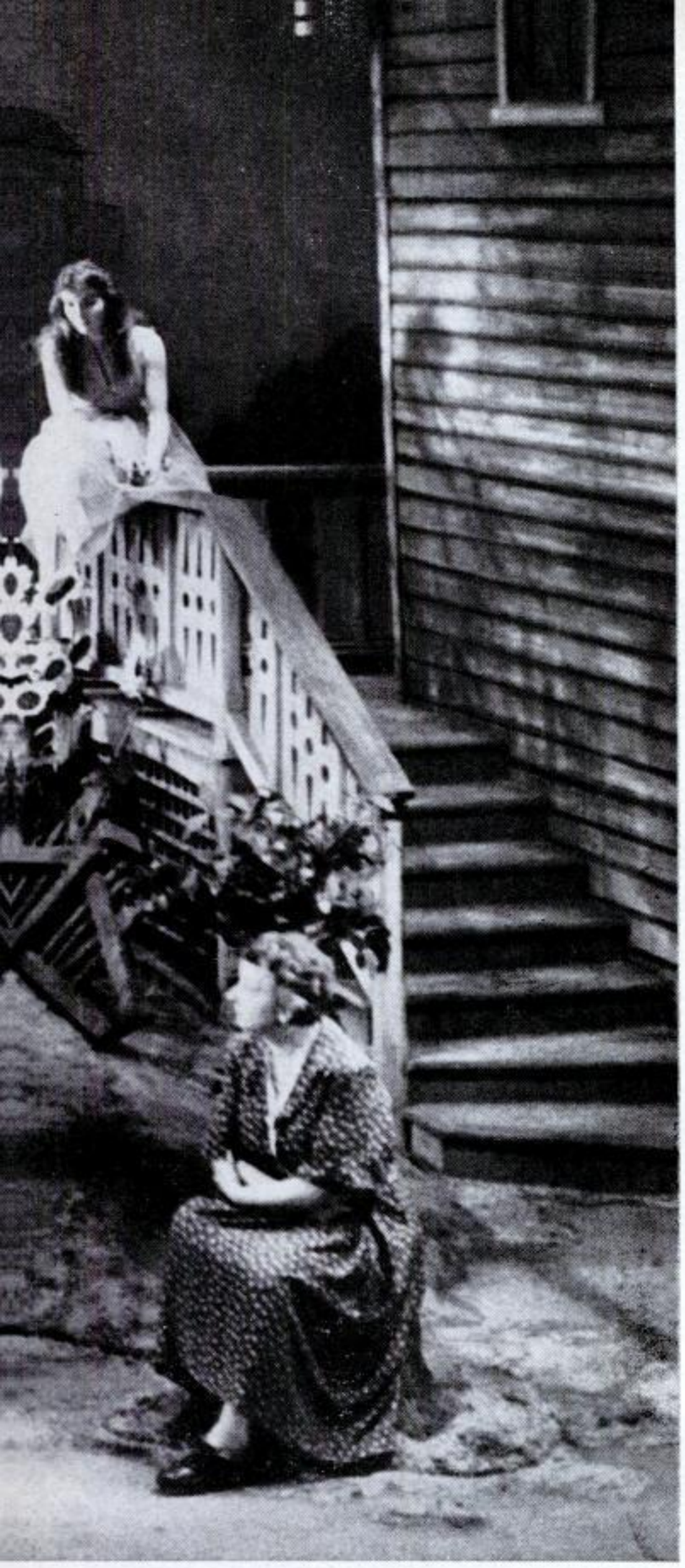
WITH SPINSTER who teaches school (Eileen Heckart) Hal dances, awakens her suppressed ardors.





TOMBOY TRANSFORMED by Hal's kindness puts on party dress, enjoys dancing like a real girl.

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SHOWS TWO BACKYARDS IN SUN-BAKED KANSAS



JEALOUS TOMBOY PULLS PRETTY SISTER'S HAIR AS MOTHER (PEGGY CONKLIN) TRIES TO KEEP PEACE

bewildered and they live in a world of both squalor and beauty. Much of *Picnic* is the raw material of poetry—evocative of many human emotions. But this slight saga of a Kansas Casanova sometimes seems barely strong enough to hold its own without Logan's muscular touch.

HAL'S TRUE LOVE is Madge who asks him not to touch her, then warmly kisses him goodnight.





THE LOVERS, Hal and Madge (Janice Rule), decide to part, because Hal is being chased by police for a petty crime he did not commit. But, ready for love and life, Madge packs her bags and follows him.

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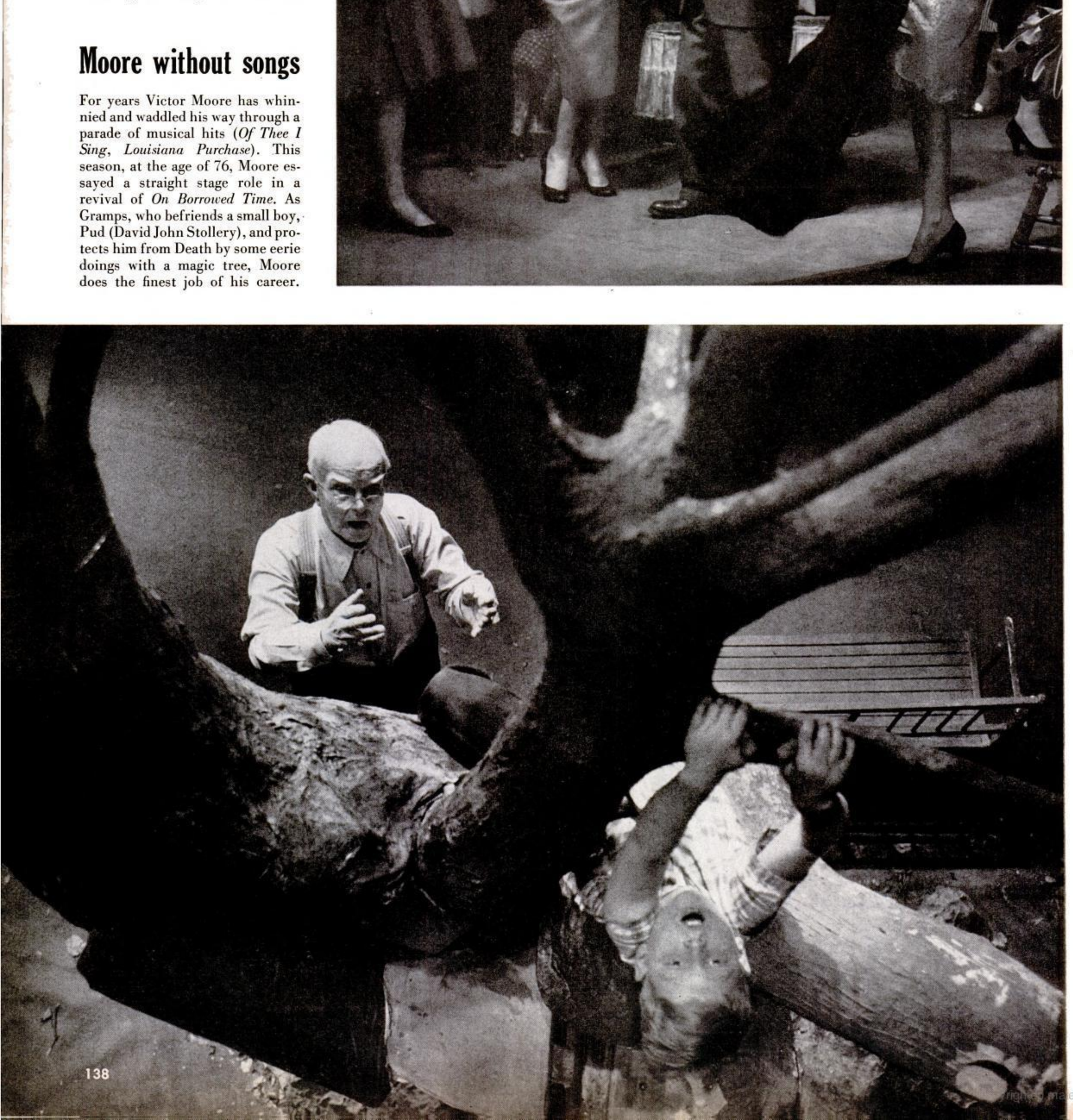
Menasha in English

For years Menasha Skulnik, a sputtering and sad-faced comic, has been loved by fans of Jewish theater. But not until this season has he acted in English. In a comedy called *The Fifth Season* he uses his doleful demeanor and brilliant theater sense to keep the show playing profitably. At right Menasha herds models into a style show in hopes of saving his failing dress business.

Moore without songs

For years Victor Moore has whinnied and waddled his way through a parade of musical hits (*Of Thee I Sing*, *Louisiana Purchase*). This season, at the age of 76, Moore essayed a straight stage role in a revival of *On Borrowed Time*. As Gramps, who befriends a small boy, Pud (David John Stollery), and protects him from Death by some eerie doings with a magic tree, Moore does the finest job of his career.





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RODDY MCLENNON AND HIS DOG JOE PURSUED A RABBIT INTO A COAL PILE, BUT RINSO—AND RODDY'S MOTHER—SOON HAD THEM CLEANER THAN NEW.

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LOVE THE

THE

A Catholic blames celibacy and censorship

by SEÁN O'FAOLÁIN



THE AUTHOR

Some months ago the distinguished Irishman of letters Seán O'Faoláin was asked by Father John O'Brien of Notre Dame university to contribute to a symposium entitled "The Vanishing Irish," to be published in book form by McGraw-Hill next fall. Mr. O'Faoláin did so and subsequently adapted his contribution for publication in LIFE. *This article, in which he describes himself as "an Irishman and a Catholic," is the result. Mr. O'Faoláin, as novelist, historian, biographer, critic and playwright, has over the past 20 years made his name one of the foremost in the long list of Irish writers with international reputations. He lives at Knockaderry in County Dublin.*

EVER since the Black Forties of the 19th Century we Irish have been flying from our homeland. And I am using the right word, for that wholesale Irish Diaspora of the 19th Century was nothing but a wild, terrified flight from hunger. The net result of that stampede has been that in 100 years the population of southern Ireland has dwindled from between six and seven million to under three million.

We always maintained in Ireland that this national loss of blood—I might call it a racial hemophilia—was entirely due to foreign misrule. We promised ourselves and the world that once we got a native government we would soon put a stop to all that.

In 1946, after a quarter of a century of native rule, we looked at the ledger and we got a bad shock. Census figures showed that we were still on the downgrade. We had to face the bitter truth that something more than foreign misrule is involved. We had to pick rock salt out of our sores when we discovered simultaneously that while our own people were vanishing from Ireland the English were coming back to it in droves: in full flight from the austerities of Socialist England, they were buying up houses and farms in every part of the country. To discourage what became known as England's Reconquest by Checkbook we promptly clapped a tax on all alien purchasers of land and property. But, seven years after, we are still ruefully scratching our heads over the essential problem of our own racial decay.

It is a poor consolation to tell ourselves that we are never likely to disappear from the earth. That is merely to say that we are performing a graceful and gradual diminuendo into insignificance. It would give us even less consolation to observe that at the rate of recent years our population will not drop below the two-million mark for at least five generations, if then. A land so underpopulated could neither feed itself, clothe itself nor defend itself. We would be like a scattering of chaste rabbits nibbling around the coastline of Australia. In the Black Forties of the 19th Century we were hungry because we were so many. In the Black Forties of the next century will we be hungry because we are too few?

What explanations do we usually offer for this persistent withering away of the Celt?

Emigration is the first explanation. Now it is chiefly to Great Britain. It is a convenient safety valve for unemployment at home. But should there be, at any time, serious unemployment in Great Britain the thousands upon thousands we have been sending over there for years past will come stampeding back to us to queue at our labor exchanges for a weekly dole. A bottling-up like that could easily produce a social explosion and shake our economy to its foundations.

The second explanation is a brutal one. It is that old Irishmen never die, they merely fade away at ages of such fantastic antiquity that their offspring are by then too old to start fruitful lives of their own. The commonest example of this adamantine refusal to surrender is the aging farmer who will not hand over his farm to his sons. When one of these old Irish farmers refers to his "boy" it is 10-to-one that the "boy" is hitting 50. A while ago when two brothers, aged about 60 and 65, came before the courts for riotous and wanton behavior it developed that they were two "boys" who had been having their first real taste of liberty and liquor on the night of their father's unlooked-for demise at the early age of 92.

The results of this old *v.* young tussle are late marriages, a slow birth rate and a declining population, not to mention poor productivity from the older age groups.

This is where we bump up against the most disturbing explanation of all. For the surprising fact is that even in our towns and cities, where the boys and girls can earn enough money to be independent of the old, they still refuse to marry young. The state appeals to them to wed. The Church appeals to them to



DIFFICULTIES connected with Irish courtship are humorously illustrated by Cartoonist Walt Kelly. At top: many of the people who urge young Irish to marry are responsible for conditions keeping them

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AMONG IRISH

for fostering racial decay in his country

CARTOONS BY WALT KELLY

multiply. In the blunt language of Shaw's Miss Eliza Doolittle they reply with one voice, "Not bloody likely!" This is the core of the whole thing. It is a human resistance that defies statesmen, churchmen and statisticians. "Why," we all ask, "why, ye young divils, why in the name of God and nature won't ye marry one another?"

Well, here are their own replies, chosen from scores which came to me through the mail some time ago when I happened to be writing articles for a popular newspaper about this very question of late marriages in Ireland.

To begin with let us see what the young men have to say about the girls. Two plaints are made by the young men. The first: what they want from their girls is not love, not romance, not passion, not beauty, not companionship, not charm, not wit, not intelligence —but simply the plain, homespun qualities of housekeeper and mother. The second: they are extremely skeptical about the capacity of the modern young Irishwoman to fill either of these two very simple requirements.

Here is how one young Irishman approaches wedlock. One might think that he is not so much approaching woman as stalking her:

"I am a bachelor, aged 38. I am in no hurry to get married. Next September, or the September after, I will take a holiday with an object at Lisdoonvarna, County Clare. I will inform some of the priests on holiday that I am on the lookout, and that I am a bachelor of some substance who requires a wife with a dowry of a certain minimum figure. The good priests will pass the word around. In due course a girl will be selected and the wooing will proceed on a sane plane. At Christmas [this eager lover continues] my people will visit her people, and her people will investigate my background, credentials and relatives. I will meet the young lady again on some such occasion as the Rugby International in Dublin during the following Easter. In due course the nuptials will take place. If I marry at 40 on the lines I have indicated I will guarantee that at 60 my wife and myself will be fonder of one another than any couple of the same age who married in their youth for what Hollywood miscalls love, but which is in fact *lustful infatuation*. . . ."

There are, in this letter, two points of some anthropological interest to anybody investigating the problem of love among the Irish. This man wants his bride to bear him a dowry. He also considers that he is young enough to marry at 40 but does not mention the desirable age for his bride. If he is prepared to allow her the same slow-motion approach to marriage as himself it is evident that there could not be a very large family—if any! But in practice our hairy old Irish bachelors seek out young brides—and they seem to get them. It is to be remembered that there are more men than women in Ireland, one of the very few countries in the world of which this is true.

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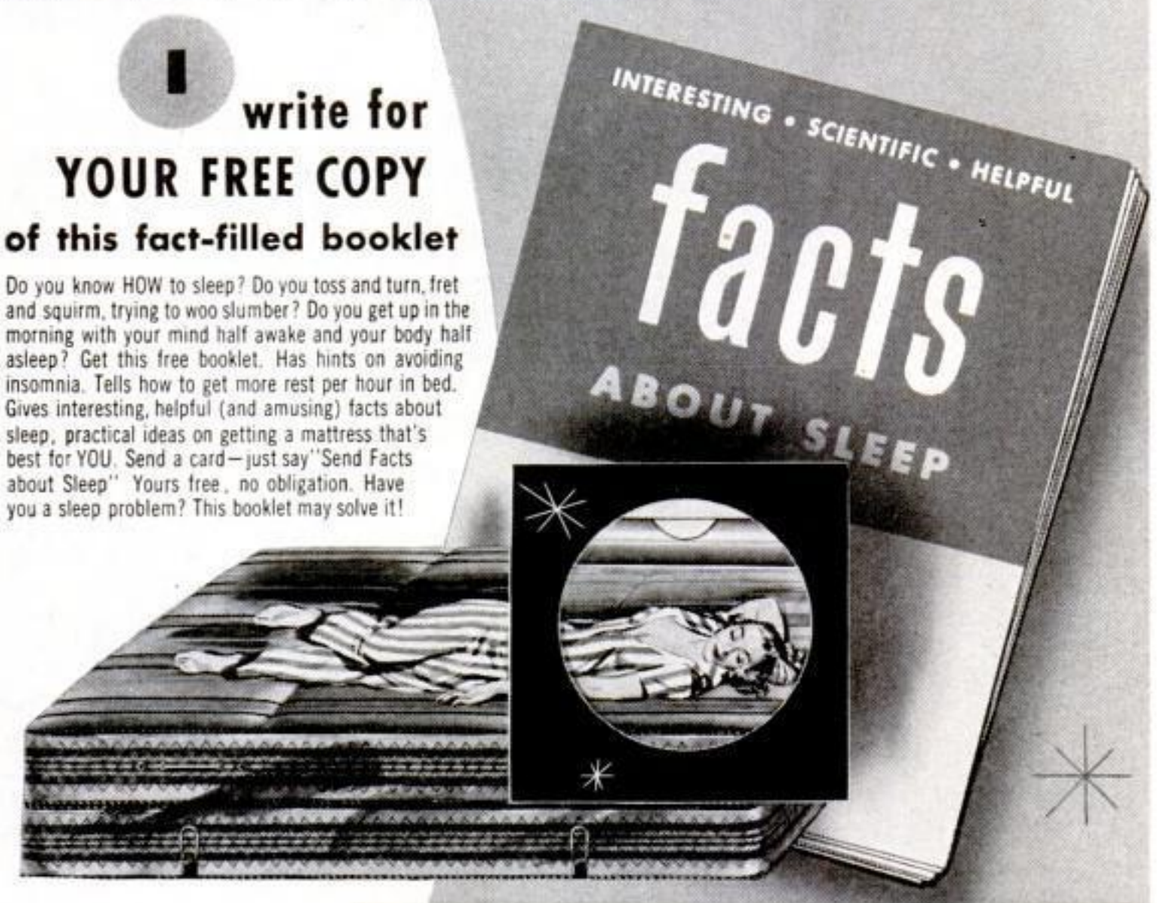
apart. In strip above: Irish girls say some mothers have made men want housemaids, not wives (*left*). "Mother," complains one girl, "is an Irishman's landlady—without pay." Some fathers keep sons home until father is 80, son 50 (*second from left*). Other men (*center*) don't want to be hasty. By marrying at 40, explains one, he and his wife will be happier than youths marrying for "what Hollywood miscalls love, but which is in fact *lustful infatuation*." Others find too few social activities to encourage romance (*second from right*). And when they finally marry, the quarters they find (*right*) are frequently far from romantic.

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PRETTY BUT UNMARRIED, 24-year-old Teresa McLoughlin, like many another Irish girl, would like to get a husband, settle down and raise six children. But she is in no hurry, and maintains those plans are for "years and years head." Only two of her 16 brothers and sisters have married so far. She lives in a lodging house in Galway, works as a salesgirl at a shoe store, and has a boyfriend, who is, she says, neither a fiancé nor even a "steady."

LOVE AMONG THE IRISH CONTINUED

Besides, as one of them shrewdly remarked to me, "A young woman can take a chance on marriage. She must, because she cannot wait. If she waits her good looks will fade. But we men *can* wait!"

But there is often an implicit objection to young wives. Harken, ye tender virgins of Eire, to another of your potential husbands:

"The average, modern Irish girl is a painted, powdered, padded, puffed parrot, except for her nails which are hawk's claws. Their adoration of film actors has reached a STATE OF IMBECILITY! It is often said that slow horses and fast women would ruin any man, but we don't need the horses, the women would do it alone. How could any man in his sane senses, for whom marriage means a family and responsibility, contemplate a life spent with one of these lassies? The sight alone of one of them swigging expensive liquors in lounge bars at a rate that would knock out a navvy in half the time is enough to deter any man from taking the plunge. Marriage is a hell of a serious business. It is not a business for flighty flibbertigibbets like these. It is a business for grown men and women with their eyes open. The modern Irish girl seems to be quite unaware of this fact. I will not jump headlong into matrimony. I will look carefully around me. I will wait and bide my time, and choose with careful circumspection. Marriage is for ever. It is a sobering thought for any man. . . ."

Unreliable, extravagant, spoiled: such, according to the men, are modern Irish girls. They say it over and over again, in various ways:

"I am a bachelor, and so far as I can see I am likely to remain so for some years to come unless God is especially kind to me. How could any man expect the girls that are going nowadays to cook and wash for him, to rear his children and to keep his home, with their heads full of all sorts of nonsense from morning to night? And they have no more sense of the value of money than if they were John D. Rockefeller himself.

"Recently I was rather inclined to be interested in a young woman. I went out with her one night, accompanied by another lady. The first thing was I found myself in a lounge bar, and I felt it was up to me to invite the two ladies to have some refreshment, with no thought in my head but that they would ask for a soft drink, or at the most a sherry. I was much astonished when the young woman I was attracted to asked for a 'gin and it,' and her friend demanded nothing less if you please than a Pimms Number One. Now, I am a mechanic by trade, earning around £7.10.0 ($21) per week. How could I keep up that rate of going? And it is a poor preparation for matrimony. If the girls are not married it is their own fault by the example they give beforehand. . . ."

What pleases me most about these letters is their splendidly hoary smell. That last chap is not a modern Irishman at all, except in the sense that every modern Irishman is a medieval European. All these attacks on women are part of that ancient and undying

CONTINUED ON PAGE 144

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TOO BUSY TO MARRY, Andy Kehoe (*right*) of Clough, County Wicklow, at 39 runs the farm for 73-year-old father (*left*). Of girls, Andy says, "If you was workin' 14 hours a day, 'tis little time you'd have for thinkin' of 'em."

LOVE AMONG THE IRISH CONTINUED

battle of the sexes on which we come with such glee in the scabrous antifeminist pages of Rabelais or Jean de Meung.

When we turn to the girls' opinions of the men we find almost precisely the same charges. In their belief the men are cagey, spiritless, selfish and spoiled by their mothers.

"I have been reading what the men are alleged to think of the women. In my experience modern Irishmen are nothing but a race of male cuckoos, beer sharks and boogie-woogie fanatics. This is a land made for the male—card playing, horse racing, coursing, fishing. It is a paradise for the male. It is not that the young man in modern Ireland cannot afford to get married. It is that he cannot get married and still afford his car, his club, his betting, his poker, his golf and his holidays. So the young man remains single. . . ."

On the overmothered Irishman:

"The men of today are mammy's darlings. They have everything at home so why should they leave it? Their mothers slave for them and they expect that their wives will slave for them in the same way. Gosh! Haven't men got away with a lot! It is no wonder they used to marry early long ago when they even expected their wives to polish their boots for them. But we women now want marriage on a 50-50 basis, so the darlings have slowed up. Look at the way a man can drink Lough Erne dry and it is only called a binge, but if a poor woman gets a cold she is told to cure it with buttermilk boiled with onions. There is no doubt either that parents do influence their sons to wait a little longer, and you know what that means—10 or 15 years maybe. The odd thing is that these mothers are more than anxious to find other mothers' sons to marry their own daughters. The sum of it all is, mother is an Irishman's landlady—without pay."

What has happened to the legendary wild Irish lover? Another letter:

"I used to think Irishmen ideal. After meeting Englishmen and men of other nationalities I soon found that he has feet of clay. He may be brave on the battlefield but when it comes to love he is the greatest coward in the world. And the conceit of the creatures! Quite laughable to the Latin races who are so busy adoring women that they can sometimes forget themselves. I used to think of all Irishmen as dashing, romantic fellows. . . .

"But now? Did you ever read the 'get-together' columns in the newspapers? *Young man, teetotaller, no means, wishes to meet girl, same, with means.* Emphasis on the means. How blooming romantic! It should read, *Young man, adventurous and enterprising, wishes to meet beautiful girl and have a whale of a time.* Instead, how often do we hear, 'He's after marrying £5,000.' The truth is our eligible bachelors are quaking bundles of inhibitions. You will find the answer to the whole thing in Arland Ussher's *The Face and Mind of Ireland.* He states that Irishmen have hardly enough sex to perpetuate their own cantankerous species. . . ."

After reading such outbursts as these—however we may laugh at them, whatever may lie behind them—we can hardly be surprised to discover that, according to the last census, only one person out of 100 marries each year.

CONTINUED ON PAGE 146

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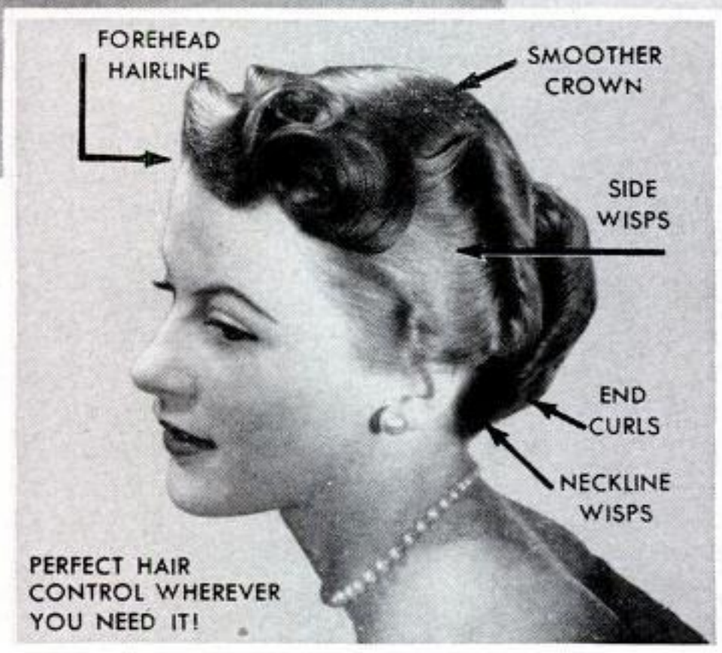


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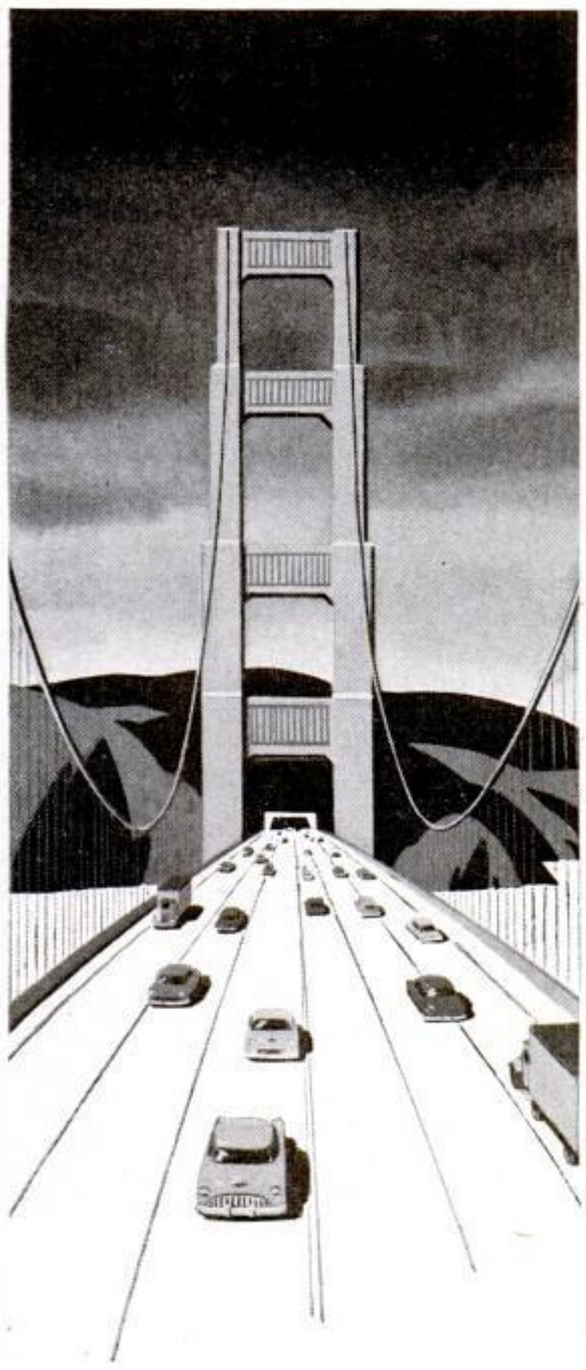
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FOR MEN ONLY is "pitch and toss," popular Irish version of flip the coin. Here at Red Wells men, with eyes only for coin in air, ignore passing girls. Recently an Irishman lost his savings this way, postponed his wedding a year.

LOVE AMONG THE IRISH CONTINUED

How do they manage it? How can any normally sexed man (for I refuse to believe that Arland Ussher's opinion is the right one) wait as patiently and as dangerously as these Irish near-celibates do for the joys of love and marriage? And we must remember that there are no irregular safety valves in Catholic Ireland. In the whole country there is not one brothel. Prostitution is exceedingly rare, sordid and furtive. There is a certain amount of illegitimacy, but no reliable statistics are available because there are so many loopholes—emigration before the birth, marriage after conception and so on. Some believe that homosexuality is on the increase. There are no proper figures for venereal disease but its incidence is large enough to be taken seriously by church and state. If there were an atmosphere of free and frank discussion, as there is not, we might get a better general picture.

I have heard only four plausible explanations for Irish continence: that sexual desire is either sublimated by religion, exhausted by sport, drugged by drink or deflected by either an innate or an inculcated Puritanism. The fact stands that Irishmen can and do wait longer than any other race in the world for the joys of love.

What lies behind those angry letters I have quoted? How seriously should we take all such sparrings between young Irishmen and young Irishwomen? I think that we have to take them quite seriously but it would be a mistake to take them quite literally.

Irishmen, for example, are undoubtedly much more calculating in love than a foreigner might think if he based his notions on the reckless and dashing characters of Anglo-Irish fiction. Those gallant rakes were bred in the big houses of a minority landlord class. The mass of the people were hard-pressed peasants for whom love had to take a second place before the essential tie of blood and economy. Today this basic, rural class is dominant in Ireland and they have brought into the towns and cities the traditions and techniques of the country. Furthermore, matriarchal power still counts for a good deal. Prudence and respect for family authority can easily become misinterpreted as caginess and Momism. When the girls, grown wiser in their generation, respond to what they consider caginess with a bit of dash—and Irishwomen have far more "go" in them than Irishmen—the boys react by calling them extravagant, spoiled, unreliable. Mutual irritation has set in.

The young people are angry: there is no denying that. But it is a transferred anger. I am satisfied that these young people are dying to throw their arms around one another, human nature being the same the world over. But because, for one reason or another, they cannot make the grade they foolishly turn on one another all the anger and frustration that—if they had more courage—they would turn on the conditions that are denying them a natural sex life.

What are the conditions that keep them apart? Poverty? Nonsense! And here is the proof of it: when most of our people were living on the lowest subsistence level, a hundred years ago, 57% of the younger people normally got married between the ages of 23 and 34. Today, when the standard of living is incomparably higher—though by no means as yet high enough—only 25% marry before the age of 34.

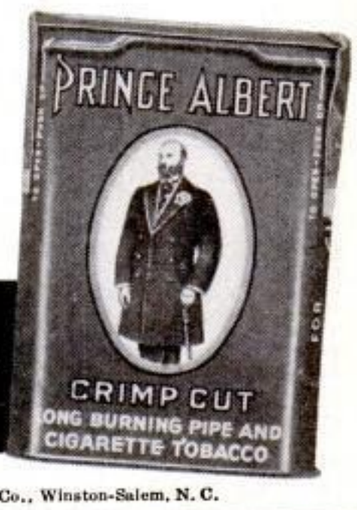
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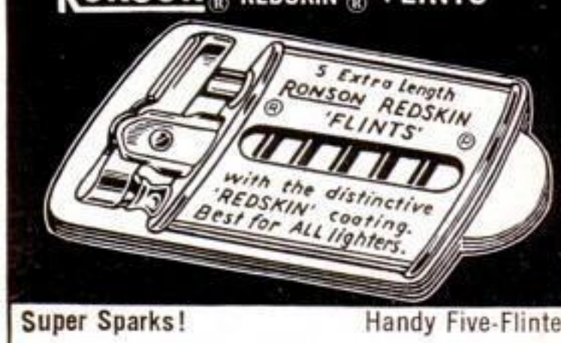


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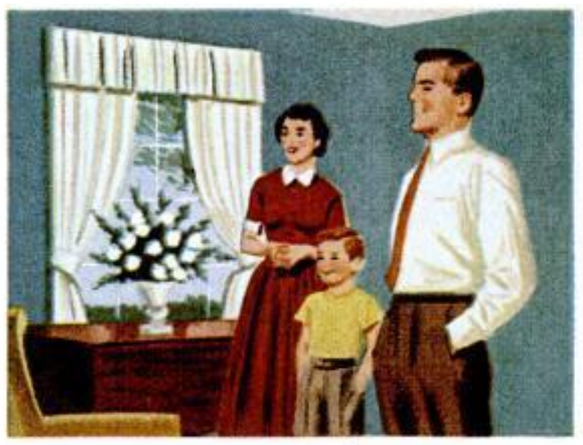
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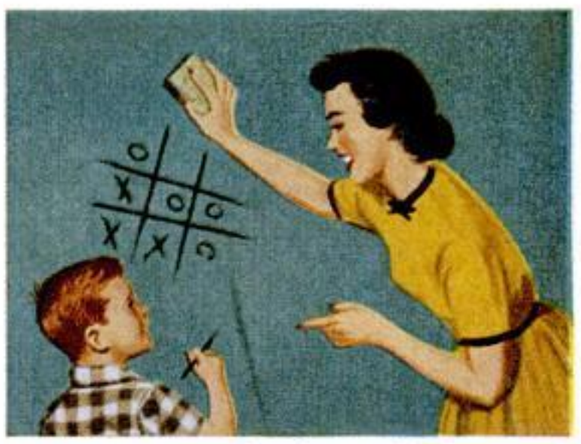
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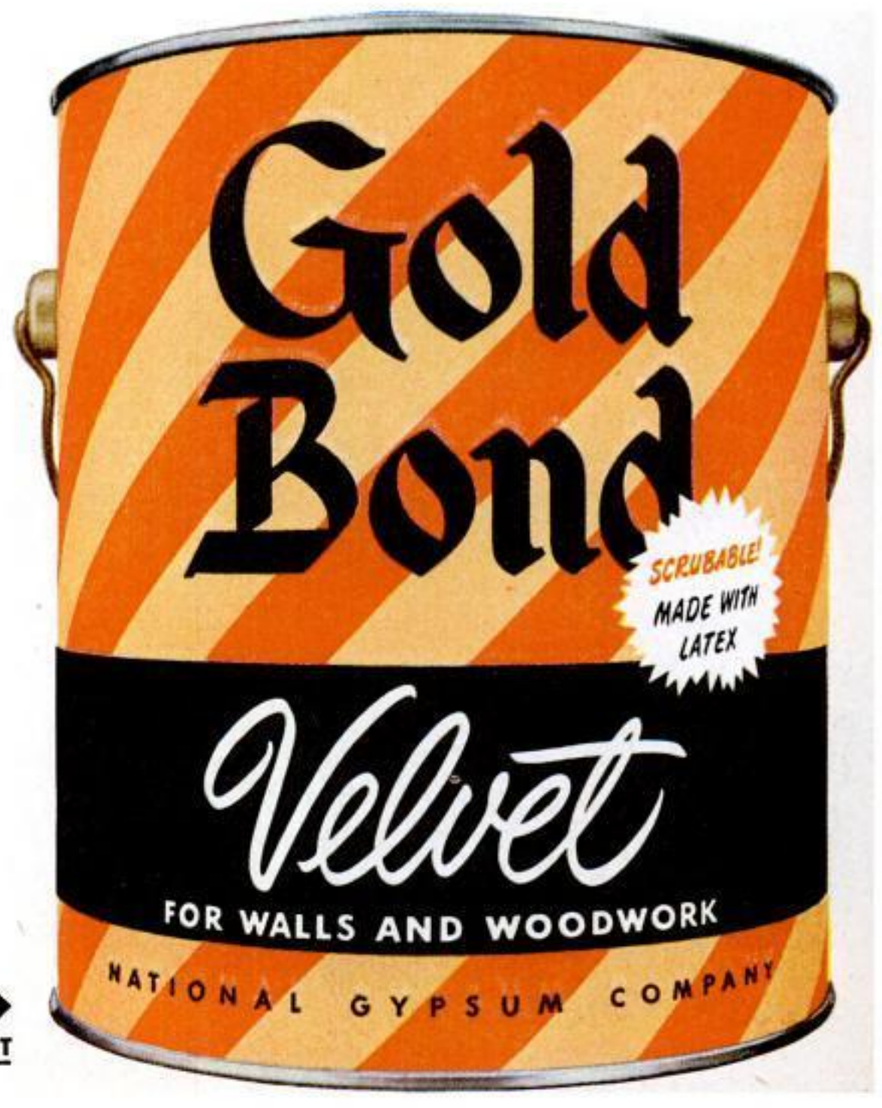
Easy on the eyes . . . Velvet colors stay fresh looking. You always get a good paint job with Velvet because you can go back, touch up a missed spot, and Velvet blends right in.



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You always get a good paint job with Gold Bond Velvet!

IT'S SMART to be lazy when you can use a paint like this. A paint so easy to use it seems to flow on by itself . . . gives walls, ceilings and woodwork long-lasting beauty . . . dries in minutes . . . won't chip, crack or peel. Yes, Gold Bond Velvet is all these things . . . and "scrubable," too! It makes old rooms look new and stay new. Comes in 16 new colors shown below. *(All colors can be intermixed.)* Available at leading paint stores and lumber and building material dealers.



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West of the Rockies, and in Canada, ask for Wesco Paints, products of National Gypsum Company subsidiaries.

Look for the orange and tan stripes . . . and ask for **GOLD BOND VELVET**

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"HEN PARTIES" like this one in Dublin are an institution. With little other social activity, women gather to knit, gossip, play the piano and sing.

LOVE AMONG THE IRISH CONTINUED

What is creating the psychological block here is something far nearer to the opposite of poverty. All our young people are developing a proper concept of what constitutes decent living conditions and until they get them they are on strike against marriage. We are rearing generations in Ireland that have ten times more pride and ambition than their parents ever had, and good luck to them for it. As one young woman put it to me in two sentences: "I saw what my mother went through. Not for me, thank you!"

Naturally the young folk do not fully realize what they are doing: theirs is an instinctive reaction. For the first time in our history they have begun to taste, though still only to taste, the rewards of a full life, and they very naturally want more of them. Nor is it likely that our young celibates will be any more objective when, at last, no longer quite so young, they cease to be celibates. Then they will tell us that they are entering the happiest years of their lives, forgetting that they waited for them—dangerously, painfully and prudently—until they had first collected every possible cushion against their hardships and risks. And no doubt when they become fathers themselves they will, in their turn, wonder why their children do not marry young, and proceed simultaneously to excuse, uphold and consolidate all those discouraging living conditions which had been responsible for their own procrastination.

What are these discouraging conditions?

To begin with, no form of birth control is permitted by Church or state. The sale and advertisement of contraceptives is forbidden by law. Books and periodicals which advocate or even refer to the use of contraceptives are regularly banned by the state and seized by customs officials. Even that form of control of, or limitation on, conception known as "rhythm," or the use of the so-called "safe period," is frowned upon by Church and state.

It will be obvious that any youth obedient to his Church (or at any rate to its local representatives) and submissive to the state will in these circumstances foresee marriage as a very heavy responsibility indeed.

No divorce. This restriction is unlikely to deter any man from marriage unless he is a very cold-blooded and calculating fish indeed. But it does underline the gravity of the step.

Social services are not generous in Ireland. A children's allowance grants 17 shillings 6 pence (about $2.44) per month for every child after the second. There is no comprehensive maternity-grant system. The children of the destitute are delivered free of charge, the poor pay whatever they can afford to pay. Nursing homes for middle-class mothers are expensive. There are no comprehensive state schemes for prenatal or postnatal advice.

In 1951 when the then minister for health, Dr. Noel Browne, wished to introduce a mother-and-child scheme of a comprehensive nature, with pre- and postnatal advice, free medical attention without a means test and other such benefits, the Catholic hierarchy condemned the scheme, the government obeyed without question and the scheme fell through. It is only proper to add that the Irish medical profession opposed the scheme root and branch.

The fact stands that marriage can be a costly business in Ireland and our provident young men foresee this.

CONTINUED ON NEXT PAGE

"BOODLE BUGGY"



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Now Brings You The Famous "Boodle-Buggy" In Palmetto Cloth In Basketweave Plastic

NO TEAR NO MAR NO SCRATCH

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TRAVEL BED! BASSINET! CARRIAGE!

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"CANDY CANE" STROLLER

With large shopping bag and new beep horn.







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Gentle glider-swing exerciser can't tip over. Easily folded.

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Baby can sit or stand. He can "honk" and "steer". Instructive.

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Super giants! Special mixture; remarkable size, color variety.

Act now! This wonderful offer closes midnight, June 30, 1953. Make your home the envy of your neighborhood with a brilliant Red Heart garden of flowers—your beauty, pride and joy all summer long! You get wide variety in these hardy, easy-to-grow Vaughan Company Seeds, field and laboratory tested for purity, vitality and type.

No other dog food provides *all* the advantages of Red Heart—*complete nourishment* plus *3-flavor variety!* Red Heart, alone, gives your dog every element he needs for top health. Feed Red Heart Diet A, beef flavor, one day; Diet B, fish flavor, the next; Diet C, new liver flavor, the next. Start feeding your dog Red Heart today.

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No more bottles to wash or return. What a convenience!



Write your milkman a note Today!

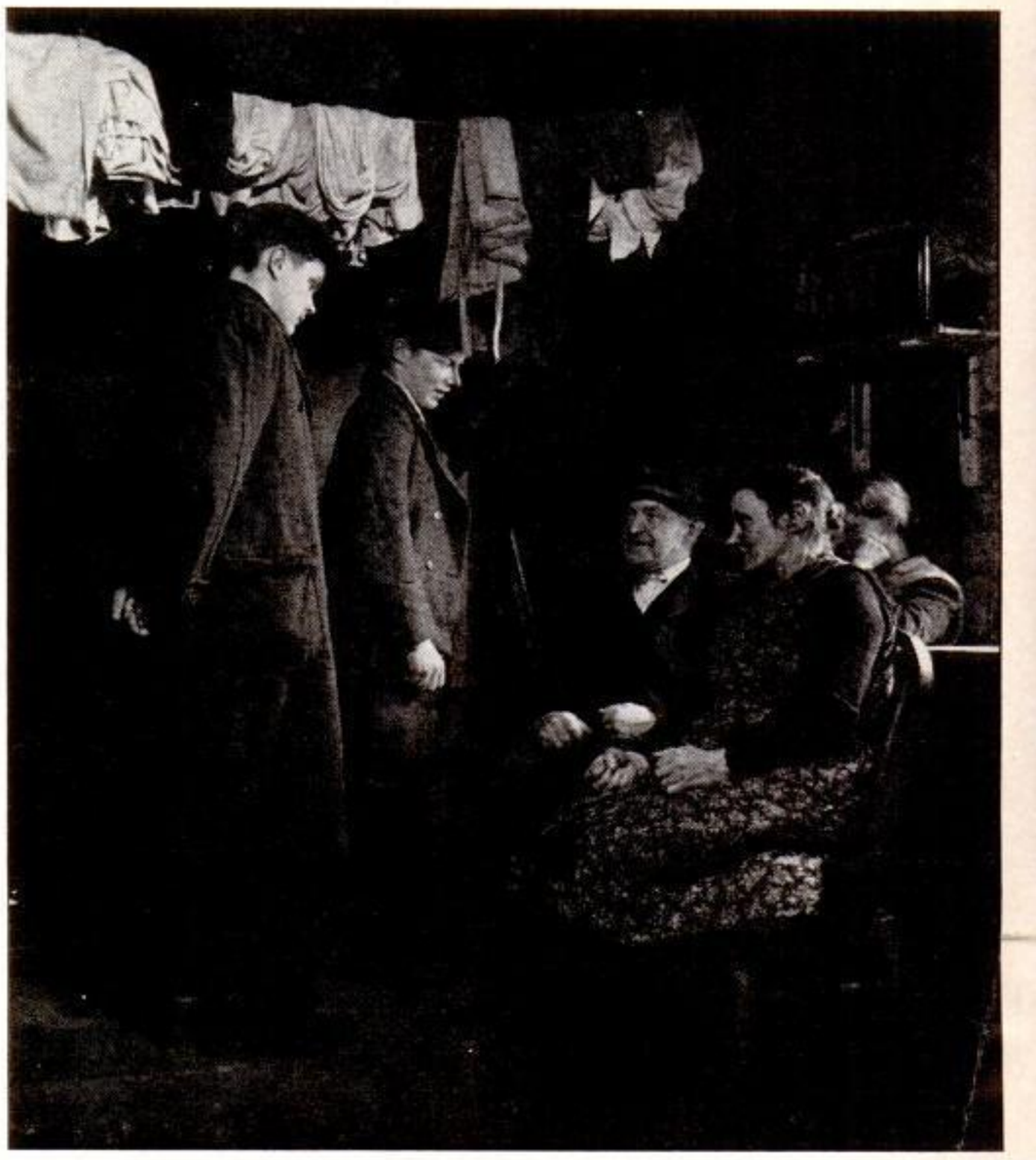
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CROWDED QUARTERS are another deterrent to marriage in Ireland. The Farrar family of Baltinglass, County Wicklow, lives in kitchen of their small farmhouse. Joe, 18 (*left*), and John, 20, have no place to take a wife because house is too full with mother (*foreground*), father and Mrs. Farrar's aunt.

LOVE AMONG THE IRISH CONTINUED

Housing is dear and often difficult to come by. An average worker, say a bus driver or a garage mechanic, who will draw a pay packet of between £7 and £8 (about $21) a week will pay about a third of his wages for a couple of rooms and may have to wait for years before he can rent a small house or an apartment worthy of the name. For those couple of rooms are not what any American wife would call an apartment: they are simply a couple of rooms in a house, with a makeshift kitchenette, one shared lavatory and bathroom for a whole houseful of families. Why should any young man be expected to take his young bride into a couple of rooms of this type? It is right to say that our government has done a great deal of work to provide housing for the workers, but the leeway yet to be made up is great.

Rural living conditions are enough to drive any young man of spirit to emigration or to drink. All the small towns and villages are dwindling for this reason. Before the cinema came these places offered virtually no means of entertainment in the winter other than the public house or the free pleasure of standing with one's back to a damp wall surveying the falling rain. And those of us who visit and revel in the Irish countryside during the brief summer months must not forget that our winter lasts long, that the high spirits which are turned on for social occasions die down as quickly as they flare up and remain down for a long solstice. The natural instinct of any young man or woman born into such places cannot be to marry and sink deeper into their Nile mud but to get out and marry elsewhere; and so they do, via the larger centers to England.

But the term "living conditions" involves far more than physical limitations. The whole question of sex in Ireland is dominated also by profound psychological repressions. To explain this I have kept to this point one extract from a letter by a young man who has been very honest and percipient about these limitations. He writes: "We Irishmen have been conditioned into a state of sexual frigidity and repression because for generations we have clothed the sublimity of love in shrouds of taboo, false prudery and an attitude of Victorian Puritanism that has given to the act of sexual union the blasphemous nature of something offensive."

If this attitude has been—and I am afraid it has been—fostered by the Church in Ireland in our time, it has not been fostered consciously and deliberately. How could it be? It is the doctrine of the Catholic Church that to seek satisfaction of bodily desire

CONTINUED ON PAGE 152

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Can your make-up pass the "close-up" test?



You're lovely to look at—even close up—with Solitair

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The test of your make-up is how it looks *close up* . . . for then is when skin faults show up most. For these all-important moments, Solitair is the *one type of make-up* that stands the test of closest inspection. Hides every little blemish, conceals each tiny skin fault. Your complexion looks flawless, yet completely natural . . . never mask-like. So quick, so easy—so lovely, near or far. Try it . . . see for yourself the wonderful difference Solitair makes in your complexion!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (*he* won't!) if you wear Solitair!



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Solitair Beauty Lotion —ocean-blue, fragrant, Lanolin-rich. For hands and body. Splash it on after your bath! What luxury! . . . for only 39¢ and 73¢.



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Don't be a die-hard



Are you always the last girl in your set to take up a new idea? For instance, when it comes to sanitary protection, are you still wedded to that belt-and-pin routine every month? Switch to Tampax which is worn internally. No odor. No chafing. No bulky pads to dispose of. . . . Think these things over and next time you buy sanitary protection ask for Tampax at your regular drug or notion counter. You'll say it's wonderful! Tampax Incorporated, Palmer, Mass.

Don't be a timid soul



Please lady, listen! Don't hold back from Tampax *just because it's different* from the familiar kind of monthly protection you have hitherto used. Tampax is doctor-invented for *internal* absorption and it is many, many times smaller than the external kind. You cannot even feel it while wearing. No pins; no belts; no odor! Wear it in tub or shower. Millions of girls and women use it. Why think you are any different? Sold at drug and notion counters. Tampax Incorporated, Palmer, Mass.

Don't be a know-it-all



Don't trust to hearsay when considering Tampax for monthly sanitary protection. Test it yourself. Note the small, neat form—easily disposable. Note the slender white applicator for easy insertion. Note the great absorption. . . . Note the pure surgical cotton firmly stitched for security. When in place Tampax is *conforming in shape* so you cannot even feel it. . . . Sold at drug and notion counters in 3 absorbencies. Month's supply goes in purse. Tampax Incorporated, Palmer, Mass.



A "DATE" in Ireland is usually well chaperoned. Here Johnny Jackson in Deerpark whispers into Molly White's ear while family has tea with them. He is 30. They have been engaged three years and plan to marry "sometime."

LOVE AMONG THE IRISH CONTINUED

in sexual union, that is in marriage, is one of the most virtuous functions of mankind, a holy act in which God and man must take constant joy and delight. It has been fostered, most unhappily, because the young people will not marry young and the clergy fear that the result must be a relaxation of sexual morality. The stage is set for conflict and an impasse. The Church thunders against the dangers of sex. The young men, obedient up to the point of marriage, at which they balk, are inevitably conditioned into a frustrated terror of woman.

I am an Irishman and a Catholic. I live in Ireland. I am bringing up my children in Ireland as Catholics. I fully acknowledge the right of the Catholic clergy in Ireland to adopt any attitude they think fit to the problems of young love. I am simply objecting that the position I see adopted by Church and state in Ireland is short-sighted, inhuman, unwise and may be fatal to both.

Since my boyhood I have heard my elders fulminating about company keeping, night courting, dancing at the crossroads, V-necks, silk stockings, late dances, drinking at dances, mixed bathing, advertisements for feminine underwear, jitterbugging, girls who take part in immodest sports (such as jumping or hurdling), English and American books and magazines, short frocks, Bikinis, cycling shorts and even waltzing, which I have heard elegantly described as "belly to belly dancing." Perhaps the most extreme example of this kind of thing was to hear woman described from a pulpit to a mixed congregation as "the unclean vessel."

Our censorship of books and publications, instigated by the clergy and submitted to, willy-nilly, by everybody, is a symbol of this fear of sex. Some years ago Dr. Halliday Sutherland, the well-known Catholic apologist, published an essay on the "safe period" form of birth control in a book entitled *The Laws of Life*. Although one edition of this book bore the *Permissu Superiorum* (by permission of superiors) of the English Archdiocese of Westminster, the permission was not considered good enough for Ireland. (Catholicism in Ireland and Catholicism in England and elsewhere have apparently different standards.) All editions of that book were banned as "indecent and obscene" by the Irish Censorship Board and they still remain banned. When a debate took place on the banning of this book in the Irish Senate the following exchange took place:

> SENATOR JOHNSTON: What does the law of the state say about the safe period with regard to birth control?
> THE MINISTER FOR JUSTICE: I am not prepared to go into the law of the state. Whether the [Censorship] Board was technically and legally correct, whether the book was in its general tendency indecent and obscene may be open to question. But on the grounds that it was calculated to do untold harm I was perfectly satisfied it should be banned.

In the 150 close-packed pages of the official register of books and periodicals banned by the Irish Censorship Board we find the name of almost every single Irish writer of note, some for one book, some for several. The banning is done in secret. There is no appeal

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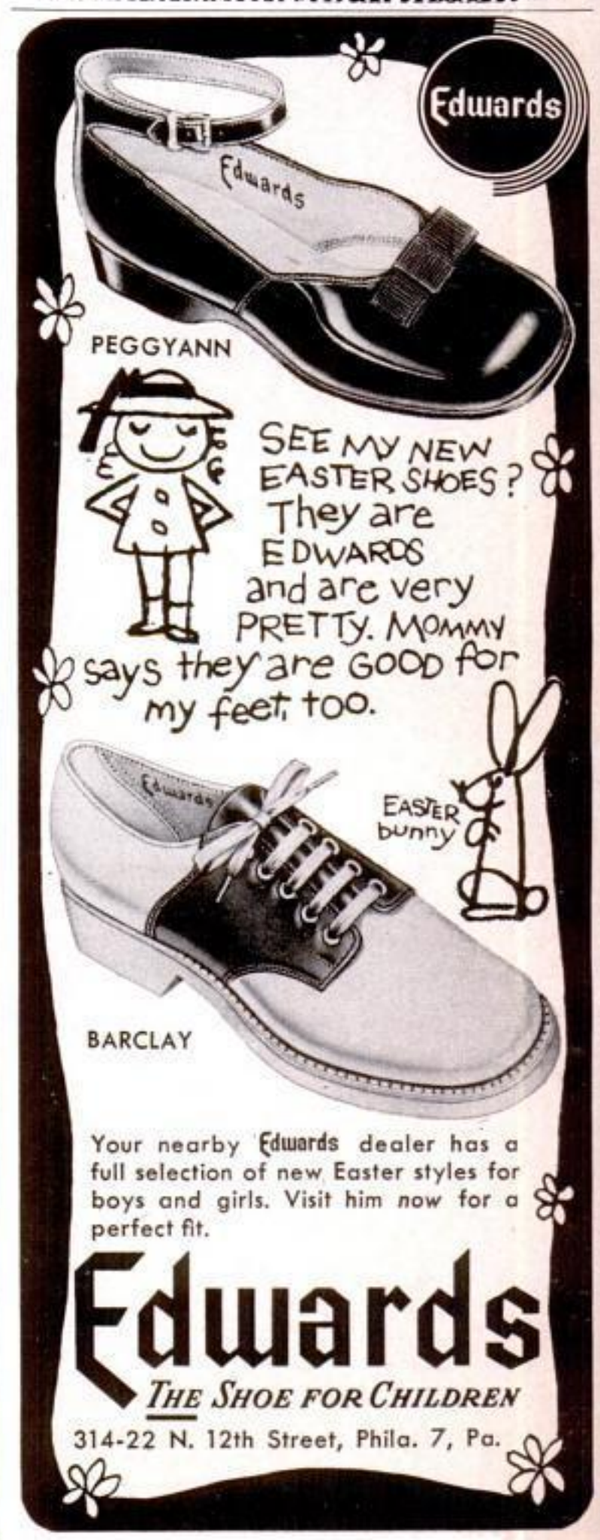
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Your nearby Edwards dealer has a full selection of new Easter styles for boys and girls. Visit him *now* for a perfect fit.

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THE SHOE FOR CHILDREN
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GOOD COMPANY WITH EASTER FASHIONS (left) — this breeze-weight Warner's LeGant. Airy Leno and nylon tissue taffeta . . . with a two-inch Sta-Up-Top to soothe and smooth your middle under the slimmest Easter suit! Pink, white or black. #623-624, $12.50.

Wispy nylon taffeta bra, the front firmly stitched for beauty, added control. #2357, $2.50.



YOU'LL BE CROWDED WITH COMPLIMENTS (above) — feel so *singularly* free! In this Warner's LeGant pantie with a two-inch Sta-Up-Top, plenty of vertical stretch in its rayon satin elastic panel. Leno sides and back. Pink, white or black. #655, $16.50.

Warner's A'Lure elastic strapless—for pretty curves in the most comfortable surroundings! #1010, $5.95.

You can steal attention—without feeling pinched

Be a lithe lovely in your Warner's Le Gant

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One peek at the new Easter fashions and you've a positive *will* to be a wisp! For slim they are and slim *you'll* be, the easiest way...in a Warner's LeGant!

Smooth as an easy-on glove, LeGant gives your figure the prettiest IN—without giving an inch on comfort! The most amiable elastics coddle your curves, soft fabrics tuck you in tenderly. And, in the middle of it all, you're *breathtaking*—never breathless, thanks to the gentle persuasion of Warner's exclusive Sta-Up-Top!

It's so good—and it's true, you look a small fortune, bask in all the small comforts! For right down to the last feathery stitch, Warner's has lavished its loveliest on your LeGant!

Make this—your *prettiest* Easter yet! Look for LeGant at the nicest stores—here and in Canada.

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Spring weight weather jacket, water-repellent gabardine, brightly lined. About **$7.95**
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Gabardine Slacks, Hollywood style. Hip-grip inner belt. Zipper fly. About **$4.95**

All fabrics BOY-TESTED. Penrod sized to weight and height. Size range 4 to 18.

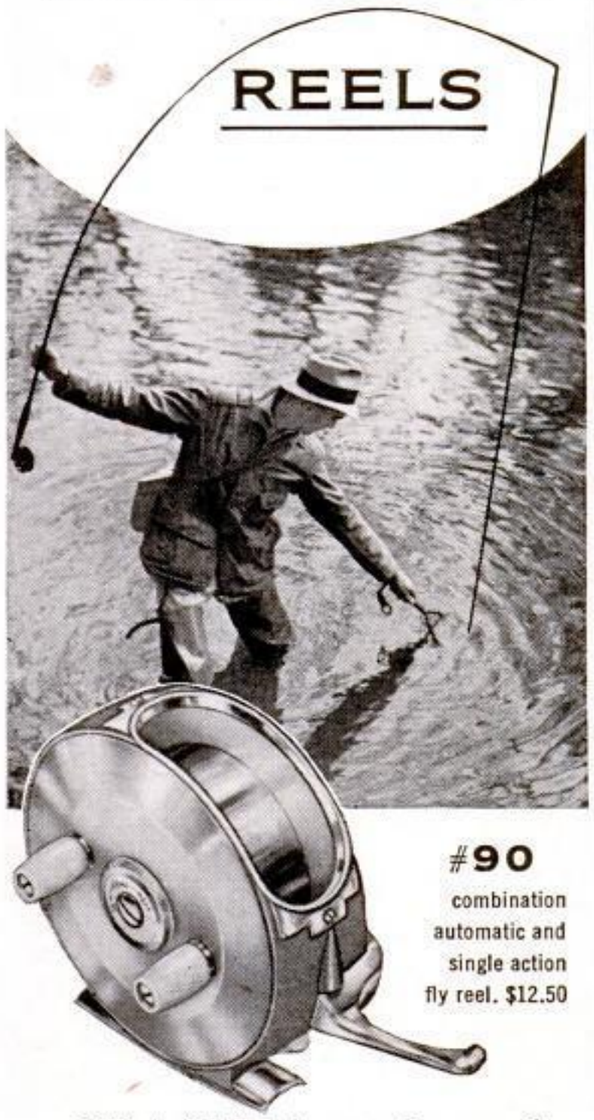
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combination automatic and single action fly reel. $12.50

● "Just right" balance and proven dependability have made this the year's most sought after fly reel. There's a fine Ocean City Reel in *every* price range for *every* kind of fishing.

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PUTS YOU RIGHT BACK ON YOUR FEET!

Super-Soft Dr. Scholl's Zino-pads are 3 ways better. (1) They relieve pain in a jiffy . . . ease new or tight shoes; (2) Stop corns, callouses *before* they can develop; (3) Remove corns, callouses one of the quickest ways known to medical science. No other method does so much for you. Get Dr. Scholl's today. For FREE sample, write Dr. Scholl's, Chicago 10, Ill.



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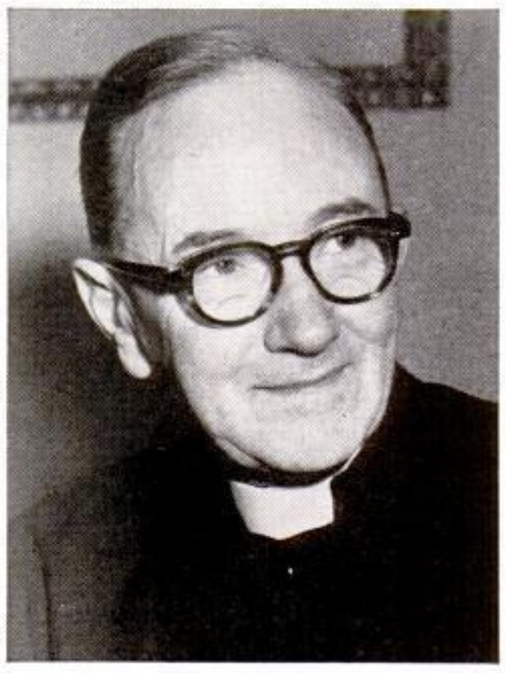


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to the courts of law, apart from a possible indictment of the Minister for Justice on the grounds of unconstitutional behavior, a process beyond the means of any writer and not very likely, in the present state of public opinion, to be fruitful. After 20 years of agitation, headed originally by such writers as the late Æ and W. B. Yeats, an appeal board was established, also giving its decisions in secret conclave, and without right of appeal therefrom to the courts of law. It has debanned a minute fraction of banned books and periodicals, by which time the books are often out of print and the writer's name irretrievably smeared.

Among authors who, for one book or several, have been considered indecent and obscene are George Bernard Shaw, William Faulkner, Hervey Allen, Graham Greene, F. Scott Fitzgerald, Eric Linklater, Lucius Apuleius, Ernest Hemingway, Erskine Caldwell, Thomas Wolfe, John Dos Passos, Somerset Maugham, Aldous Huxley, James T. Farrell, Jean Paul Sartre, Albert Camus, Arthur Koestler, André Malraux, Charles Morgan, Anatole France, John Steinbeck, Joyce Cary, Sean O'Casey, Liam O'Flaherty, Frank O'Connor, George Moore, Sinclair Lewis Really, the roster is so lengthy with its thousands of names, that one might be done with it by saying that the motto of the Censorship Board could be, "If it's good we've got it!"



CHIEF CENSOR of Ireland's books is the Rev. Joseph Deery, a parish priest of Kilmacud, County Dublin.

Nor is this all. Under the influence of this official censorship a widespread censorship-rabies has developed throughout the country. If any old woman, of either sex, utters an objection to a library book (as they do early and often) the librarian must withdraw it from his shelves unless he is prepared to live like a hunted beast for the rest of his life. I have before me several private lists, exchanged between librarians, of books considered unsuitable within their bailiwicks. A list issued by the Dublin County Libraries Committee, headed "Books Considered Unsuitable for General Circulation," includes among other astonishing titles: George Borrow's *Lavengro*, Thomas Hardy's *Tess of the D'Urbervilles*, Feodor Dostoevski's *Crime and Punishment*, Leo Tolstoi's *Anna Karenina*, Victor Hugo's *The Hunchback of Notre Dame*, Willa Cather's *Death Comes for the Archbishop* and the complete works of John Galsworthy.

Any reader with a gram of imagination will be able to imagine that young people in a country which sees dangers to chastity in *Death Comes for the Archbishop* are not living in an atmosphere favorable to a sane or healthy attitude to sex. The only ray of light is that of farce. Some time ago a priest objected to a performance of *Othello*. And when O'Casey's *The Shadow of a Gunman* visited Cork the local dean decided to do some censoring. (He has since gone to his reward where all men and women are angels and Irish men and women, of course, the most angelic angels of the lot.) In this play a volley of shots evokes from one of the characters the terrified cry, "Jesus, Mary an' Joseph!" The line was cut on the ground that no proper Irish person would utter such a cry. The play went on, and the shots went off, evoking a terrified cry of "Jesus, Mary an' Joseph!" in the first row of the pit—from a lady.

One novel banned as indecent was written—the censors discovered too late—over a pen name by Count Michael de la Bedoyère, the respected editor of *The Catholic Herald*.

Enough. What we need, surely, is the lifting of an unclean cloud. For a picture of a saner attitude to woman go into any southern city of Europe. There the God-given beauty of woman is almost adored. Courtship is frank and fair. The youths discuss the charms of their girls openly and with enthusiasm. Their songs are of love; their thoughts are of love; their blood is at natural blood heat. They marry young. While the population of Ireland is dwindling the population of Italy is soaring. And yet the young Italian hardly ever goes to church, except for his First Communion, his marriage, his christenings, his annual confession and to lie on his catafalque. His priest is not his policeman. He hardly ever thinks of his priest. Yet that good man should be well and truly content because God's lovely life is being lived naturally and sweetly by His children.

CONTINUED ON PAGE 157

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ICE CREAM

half-gallon festival

Lots of uses... lots of fun...
lots of flavors... for everyone!

Heap it high on your favorite pie! Try it on golden pound cake! Crown it with nuts; top it with your favorite berries— there's no end to the wonderful desserts you can make with the big, thrifty Sealtest Half-Gallon!

Always look for Sealtest Ice Cream at your favorite fountain or store. Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

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One is wealthy...

Both are wise...



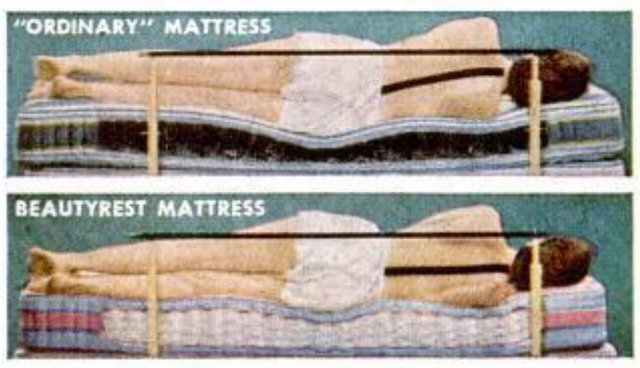


Both sleep on Beautyrest for less than 2¢ a night

A wise shopper doesn't buy a mattress on price tag alone. Although Beautyrest* costs $69.50, the ten-year guarantee brings the price down to less than 2¢ a night. *(That's only 1¢ a night more than cheaper mattresses!)* Since rest is so important, who'd take a chance on a so-called "bargain price" mattress? Would you?



What's different about Beautyrest? In other mattresses, springs are wired together. Press down on one spring, and near-by springs go down with it—causing a hollow. Not so on Beautyrest. Each of 837 coils is *independent*—not tied together. *Proof:* glass won't tip even when near-by spring is pushed down. *Can't sag!*



Beautyrest makes you more comfortable. Note top picture: black tape is pasted along the spine of the girl on the "ordinary" mattress, with wired-together springs. Tape curves, proving spine is in uncomfortable, "hammocky" position. Now, note the bottom picture: black tape is pasted along the spine of the same girl on Beautyrest. Tape is level, proving the girl rests in level comfort.

10-year guarantee. The Simmons Company guarantees Beautyrest for ten years against any structural defect. (Many people enjoy their Beautyrest mattresses for 15 and 20 years and longer!)

Outlives other mattresses. In "Torture Tests" at the U. S. Testing Co., Beautyrest lasts two, three, and four times longer than other mattresses.

Choose the Normal-Firm model or the new Extra-Firm model. $69.50 each. Matching box spring also $69.50. King-size Beautyrest, 80″ long, $79.50.

Only Simmons makes

Beautyrest

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IRISH STAG LINE sits out a dance at Dublin's Galway Arms Hotel. Many of the men come alone and go home alone. Proprietor of this hotel tried serving coffee, but the boys wouldn't pay the price of 5 pence (6¢) a cup, so he gave it up.

LOVE AMONG THE IRISH CONTINUED

If I were an Irish priest I would take Italy for my model. Instead, for example, of pleading for stricter licensing laws, I would plead for the importation of wine by the million-gallon, scatter licenses broadcast for ale-and-wine shops, allow them to open and close at their own sweet will, and I would say to my children: "Go to the wineshop! Take your girl, take your wife, take your daughter! Drink and be happy! Young man, embrace your girl, come to me and I will bless your love, and after that may God look down on you, do the best you can. God made woman, not the devil. Don't be shy of looking at those lovely pictures of women by Botticelli or Giorgione or Titian. Look at them! Revel in the thought that you have a woman just as beautiful as the Primavera. Bring me your child that I may offer it to the true God of beauty. What are you afraid of? If you have health, love and wine you will have the vigor and courage to break down and live down every obstacle to your happiness."

But while I said that, as a priest to my flock, I would also storm the gates of the government to make this Ireland a country fit for my children to live in and to love in.

Is this dual revolution likely to occur in Holy Ireland? If it does not, what is happening will go on happening. The more cautious will marry late in life. The more spirited will go on emigrating to get out from under the cloud. And the saddest fact of all is denied by nobody: that when they do emigrate they fall away from their religion in large numbers, so that both the nation and the church loses them. If some such revolution does not take place it can only mean that that impalpable thing we know as the Irish nature is shriveling and hardening into selfishness, is growing less and less attractive in its smug blindness to the unhappiness of this generation and the threat to the generations of the future. In that sense the Irish whom the world has known, and admired, may indeed vanish from the earth; and I am still proud enough of my race to think that their disappearance would be the world's loss.



WAITING FOR PARTNERS, Irish girls at the same dance as above hopefully while away an evening. Some talk their brothers into bringing them, some bolster up their courage and come alone. Only a lucky few are asked for a dance.

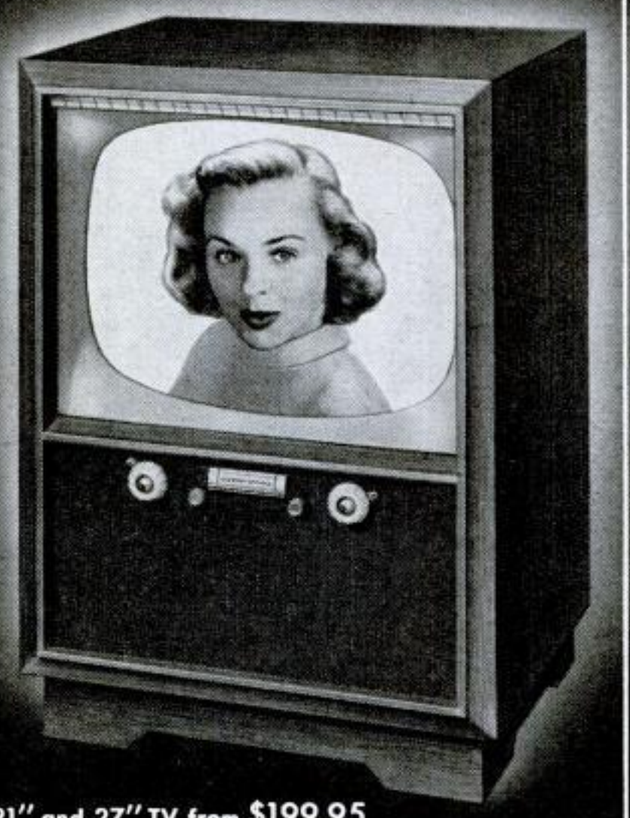
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Makes all pens write better!

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Life Goes to a Children's Coronation Party

PUERTO RICAN YOUNG MIMIC WORLD GREAT

No party the members of the rich and exclusive Casino Club of Puerto Rico in San Juan give for themselves is more lavish than the one they throw every year for their children. For the 1953 festival, 4- to 10-year-olds paraded through a costume party patterned after England's coronation which cost the thoroughly adult sum of $50,000. From a list of world celebrities, mothers chose fitting identities for their offspring and ordered elaborate costumes of velvet, silk, satin and ermine. Queen Elizabeth, 7-year-old daughter of a doctor, wore a $2,000 gown, but Winston Churchill drew fully as much envy with a rubber cigar which he removed only during the refreshments.

Awed both by the proceedings and instructions to mind their finery, the moppets went sedately—for the most part—through the afternoon. Briefed beforehand, they spouted their tongue-twisting names—Aga Khan, Narriman, Mountbatten, Eisenhower—and were vaguely aware of their roles. After the coronation itself, the personages and their parents all trooped over to the Governor's Palace along with other guests. There the governor's wife led the children in *Matarile Rile Rile*, a variation of "Farmer in the Dell," and the costumed kids ate ice cream and cake with their gloves on.



POPULAR COUPLES, Eisenhowers and Churchills, played to crowd and nearly outshone Elizabeth.

PROCESSION BREAK gave Buckingham Palace guards and page a chance to survey other paraders.



IMPATIENT ROYALTY, one of the many girls dressed as queens, gets crown fitted before parade.

UNCOURTLY PAGE acted up and flung confetti at long-gloved peeress after her curtsy to Elizabeth.



CONTINUED ON NEXT PAGE

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When Grand-dad shaved from the rain barrel he had the right idea!

Now you can have a really close, wonderfully comfortable shave—even in the hardest water



New ingredient "out-wets" rain water

● Why did Grand-dad so often take the trouble to get water from the rain barrel for his shave?

Because rain water is *soft* water . . . and the softer the water, the wetter your whiskers and the better shave you get.

Better than softest rain water!

Today, with the new Glider, an *Instant* brushless shave cream, you get a good shave *even in hardest water!* Glider Instant has a special wetting agent that conditions even *hard* water to do a better job than the softest rain water!

Results? With new Glider Instant Brushless your beard is soaked soft to let you shave fast as you want and close as you need . . . *and your skin has unbelievable freedom from the razor's irritation.*

You'll find this wonderful new Glider Instant at all drug counters now. And in spite of all it does—there's no increase in price! So get your tube of the new Glider Instant—today!

Try the new Glider—FREE

We're so sure you'll like it that we give you this chance to try the new Glider free: Just send your name and address to *The J. B. Williams Co., Dept. LG-19, Glastonbury, Conn.*

We'll send you a Guest Size tube, absolutely free, by return mail.

EASE COLD MISERY

Take Tabcin BRAND Reg. U.S. Pat. Off.

AT ALL DRUG STORES 45c and 75c SIZES

Made By MILES LABORATORIES, Inc., Elkhart, Indiana

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1853 America's Quality Mattress 1953



ROYAL FLOAT showed off the queen, her intricately embroidered gown and long train bordered by genuine ermine with dozens of dark ermine tails.



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OVERSTUFFED BOY, a 4-year-old page who ate too much ice cream at party in patio of Governor's Palace, had to withdraw from the action and view the final proceedings from the comfort of his mother's lap.



THE GOVERNOR of Puerto Rico, Muñoz Marín, explains to his daughter the sad history of archduke and archduchess of Austria-Hungary portrayed by young couple being introduced to Mrs. Muñoz Marín.

Can't sleep? Dead tired at 8:00 A.M.? Then read these

New Facts About Sleep

—and how to improve the quality of the sleep you get!



IF YOU HAVE TROUBLE getting to sleep, or you can't get sound, refreshing rest—here's news of real importance to you. News that promises more refreshing sleep tonight and a brighter, more energetic day tomorrow.

Recent medical studies indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This substance, known medically as *blood sugar*, is an important source of nourishment for the brain.

At bedtime, and especially during the long nighttime hours without food, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system may suffer from insufficient "sleep food." You may feel too nervous to go to sleep . . . too restless to sleep well.

How you can help your body get needed "sleep food"

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a way—a *delicious, drugless* way—to help your body get needed "sleep food." This sleep-aid is a POSTUM "NIGHTCAP"—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment that is *slowly* converted into blood sugar. Thus, it helps assure the *slow, steady flow* of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

So safe, so easy—try it!

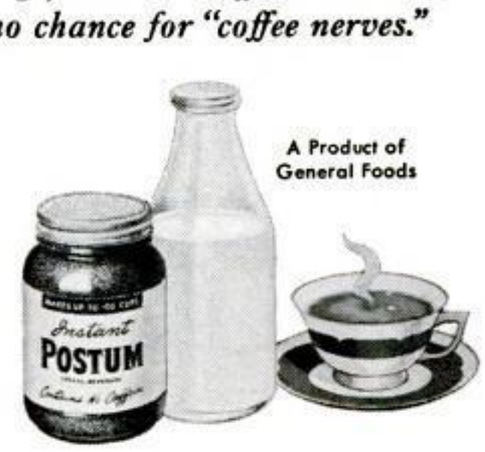
Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days. Then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now, and start the 10-day test *tonight!*

Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal: a warm, relaxing drink that *tastes good* . . . and Postum contains no caffein, no drugs of any kind.

Postum is an ideal mealtime beverage, too. No caffein—no drugs—no chance for "coffee nerves."

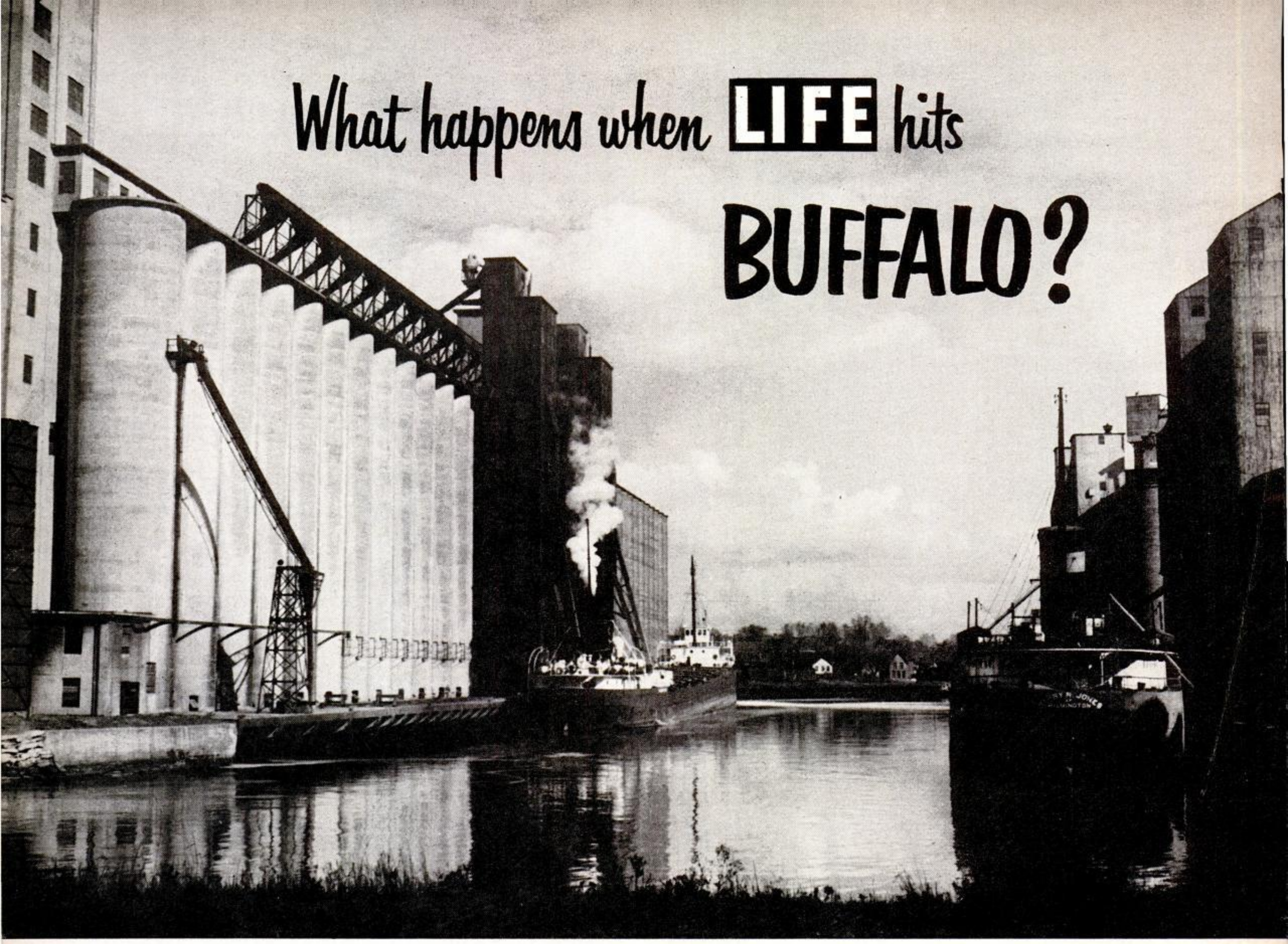
The "SLEEP-FOOD" Nightcap for sleepless Millions!



A Product of General Foods

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What happens when LIFE hits BUFFALO?





MAYOR Joseph Mruk: "LIFE's factual news keeps me informed of civic developments in other cities."

ALMOST any product manufactured in America—from Big Steel to little shirt buttons—might be tagged "Made in Buffalo."

It's no accident that 9 out of 12 of the nation's big industries have Buffalo plants. Cheap water transportation, via Lake Erie, and plenty of power from near-by Niagara Falls just naturally made Buffalo grow into the busy, diversified industrial city it is today.

On these pages, you see some examples of the part LIFE plays in the lives of the people of Buffalo. You see how cops and cover girls are affected by appearances in the pages of LIFE.

You see how manufacturers and mayors . . . steelmakers and scholars . . . all feel the effects of LIFE's special kind of picture-and-text reporting.

For Buffalo shares one taste in common with city after city across the nation: 3 out of 5 of its citizens are readers of LIFE*—the largest audience of any magazine.

Perhaps they find, in the variety that spices LIFE, a reflection of their own diverse pursuits. Certainly they share a universal human response to LIFE's impact . . . by seeing more, understanding more, enjoying more—and buying more—of what they find in LIFE.

*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. A LIFE reader is any person who has read one or more of thirteen issues.

What happens to BUSINESS...



KLEINHANS CO. Menswear Pres. John Steuernagel: "Keying our promotions to LIFE's unique reporting of merchandise news and tieing in at the point-of-sale have greatly stepped up our sales."



ADAM, MELDRUM & ANDERSON Pres. R. B. Adam: "We were built on national brands. Major credit for our successful merchandising is due to promotion of products advertised in LIFE."

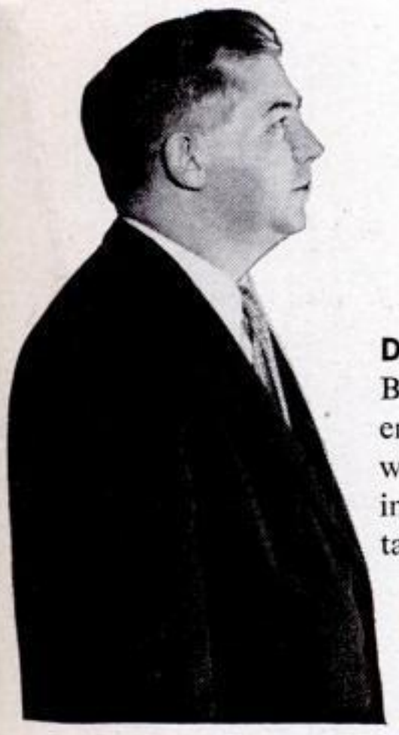


LOBLAW, INC. Supermarkets Pres. J. R. Peachey: "Ads in LIFE certainly pre-sell Loblaw customers. Its stories on food have done much to stimulate the public's appetite as well as its interest."

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What happens to PEOPLE...

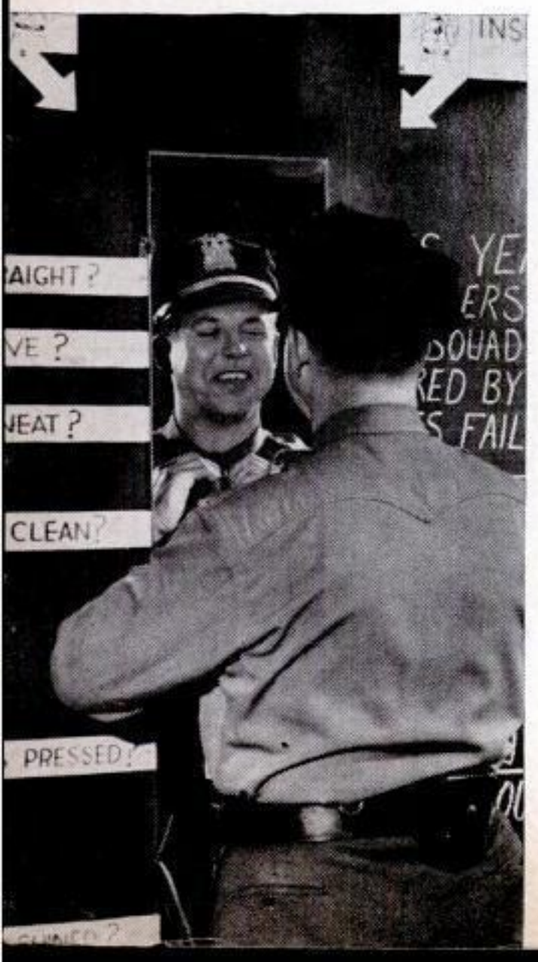




DIRECTOR F. T. Hall, of Buffalo's Museum of Science: "LIFE's well-planned, well-written articles inspire interest, and are most important in popularizing science."



COVER GIRL and former model, Peggy Lloyd is now Mrs. Herbert B. Scheu, Jr. She says: "After appearing on LIFE's cover twice, I was swamped with letters from all over the world. LIFE meant more jobs for me and certainly had a real effect on my life." LIFE's feminine audience totals 31,550,000 in the course of 13 issues (more than half the women in the U. S.).*

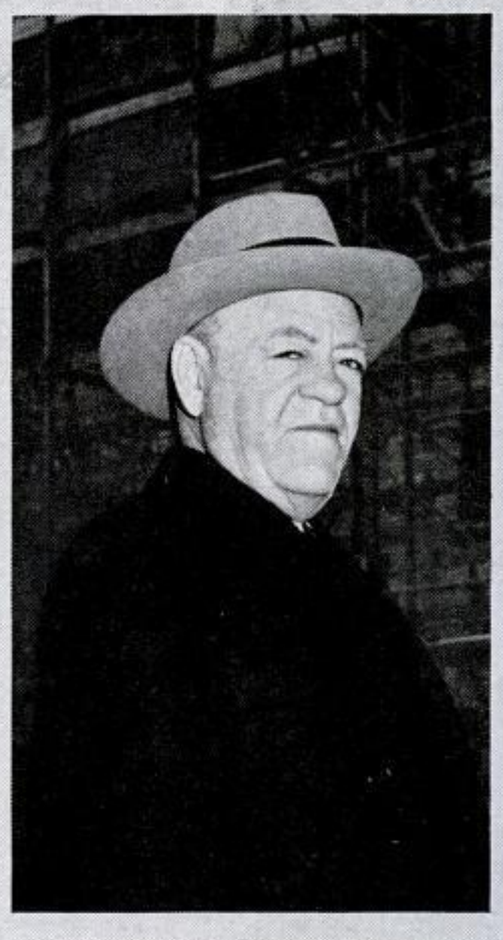




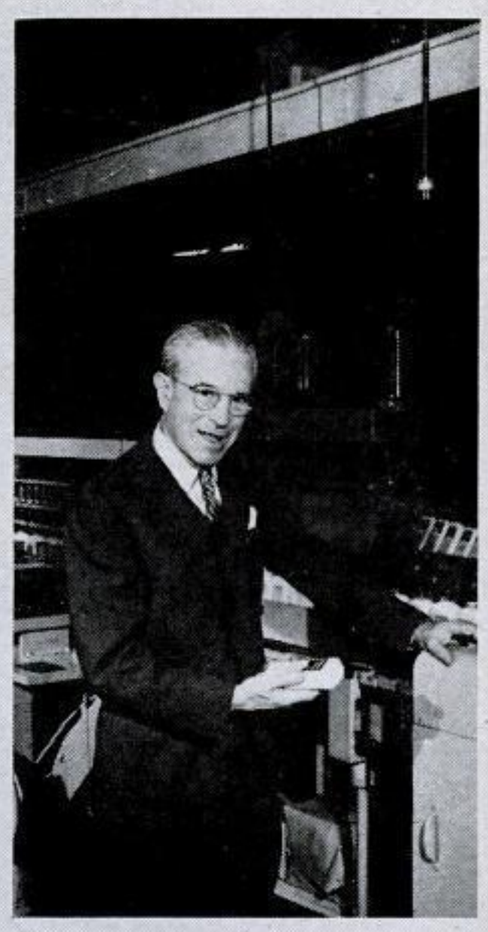
BEST-SELLING AUTHOR Taylor Caldwell: "I keep LIFE on file for reference. LIFE's pictures have inspired many scenes in my books."

TRAFFIC COPS were featured in LIFE story on safety (Oct. 13, 1947). Says Lt. W. A. Adams: "Fatal traffic accidents declined steadily after the LIFE story appeared. People showed new awareness of regulations."

What happens to INDUSTRY...



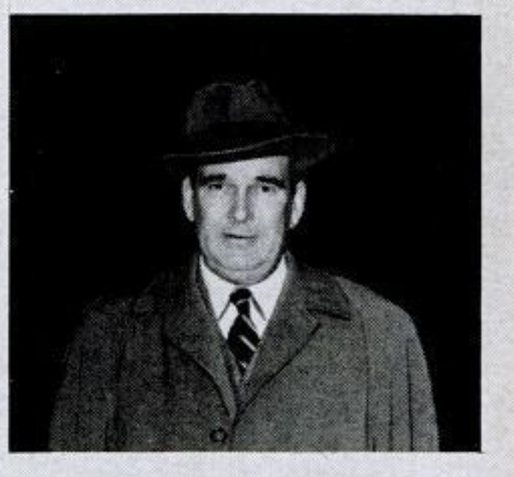
NATIONAL GYPSUM CO. Chmn. of the Bd. M. H. Baker: "I have watched the growth of LIFE with great interest. Its ideas have impact, testify to sound policies."



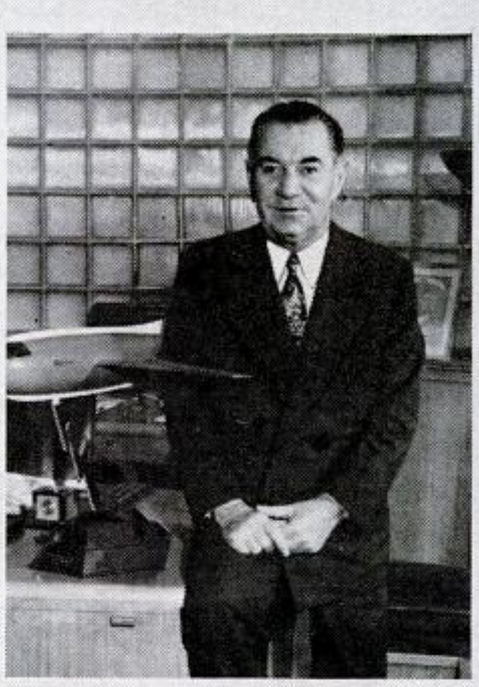
WILDROOT CO. President H. J. Lehman: "To hit the most people hardest, we advertise in LIFE. It reaches receptive readers, and has tremendous effects on dealers."



SYLVANIA ELECTRIC PRODUCTS Gen. Mgr. J. K. McDonough: "LIFE is an important part of Sylvania's national advertising program. It has made a great contribution to Sylvania's rapid growth in radio and television." 70% of the nation's business executives read LIFE.*



BETHLEHEM STEEL Gen. Mgr. E. F. Martin: "LIFE brings news of the world to millions in exciting words and pictures, and also tells the inside story of industrial America."



BELL AIRCRAFT Pres. L. D. Bell: "People often tell me they saw our helicopter in LIFE. More vividly than other media, LIFE makes our industry live for its readers."



FEDDERS-QUIGAN General Manager A. J. De Fino: "LIFE's power gives us highest coupon returns and subsequent conversion to sales on our air conditioners."

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THE WADDENZEE FROM AFAR

The weaving shape above, which looks like a wind-twisted tree poetically silhouetted against the early morning sky, is a mile-square section of shallow sea, photographed from an altitude of 14,000 feet. In this view, an unusually low tide has partially exposed light-colored plains of sand and mud to give the tidelands the look of a river delta. Through the channels sea water flows, looking like dark veins where it cuts the deepest and forming leaf-like patterns where it spills out on the tidal flats. Later, when the tide is high and covers all of this area, the deepest channels become the familiar navigation lanes of Dutch fishermen threading their way through the waters known as the *Waddenzee.*

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They streamlined me for Switzerland's 'flying mile'

1 **"Strictly for speed demons,** the hair-raising Kilometer-Lancé at St. Moritz is the fastest thing on skis. And the riskiest! I didn't realize *how* risky till I found myself hurtling downhill *at 80 miles an hour,*" writes an American friend of Canadian Club. "Daredevil racers, starting from high above, hit the steep course at top speed. The course runs 100 yards, but it takes a *mile* to stop . . .



2 **"The racing gear** I wore was built for speed, not safety: a cone-shaped tailpiece to cut air drag and lead-weighted 80-pound skis with hand grips. With all that paraphernalia, a spill would be disastrous. But once I started, there was no stopping . . .



3 **"I swooped through** the finish gate going well over a mile a minute . . . and had to hike back to get the certificate that proved my speed. Clocked by apparatus used to test Swiss watches, accurate to a thousandth of a second, I'd averaged 80.2 miles an hour, just a few seconds off the record.



4 **"Catching my breath** back at the Palace Hotel, I caught sight of something that made my streamlined speed-dive seem worthwhile—a bottle of Canadian Club!

5 **"The Kilometer-Lancé** is famous with speed-skiers everywhere. And practically everywhere I travel, I find that Canadian Club enjoys a fame that can't be matched."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED FROM WALKERVILLE, CANADA, BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.

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NOTHING—NO, NOTHING—BEATS BETTER TASTE

and **LUCKIES TASTE BETTER!**

Cleaner, Fresher, Smoother!



© A. T. Co.



You can even see why Luckies taste better—cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better*, because it remains a perfect cylinder of fine tobacco—round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself—long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, L.S./M.F.T.—Lucky Strike *means* fine tobacco.

Nothing—no, nothing—beats better taste, and Luckies taste better—cleaner, fresher, smoother. So . . .

Be Happy—GO LUCKY!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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